

Editor & Publisher

® THE FOURTH ESTATE

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C franchise
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Boston has a way of keeping musicians out on the street.

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ENERGY TIPS

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Most of the heat value is used up just to evaporate the moisture in green wood, and, with green wood there is great creosote build up, increasing the risk of fire.

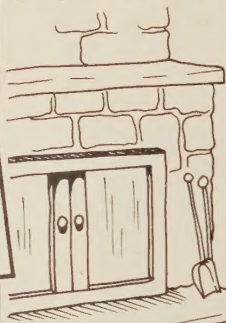
By Bob Alexander

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ENERGY TIPS

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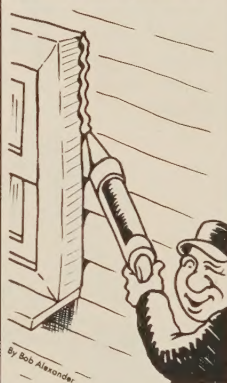


By Bob Alexander

If you must have a fireplace ... get a tight-fitting glass door for the bottom. This prevents the great loss of warm air up the chimney.

ENERGY TIPS

Use caulking around **ALL** windows and doors where the frame meets the house.



By Bob Alexander

A great amount of energy is lost due to draft caused around uncaulked windows and doors.

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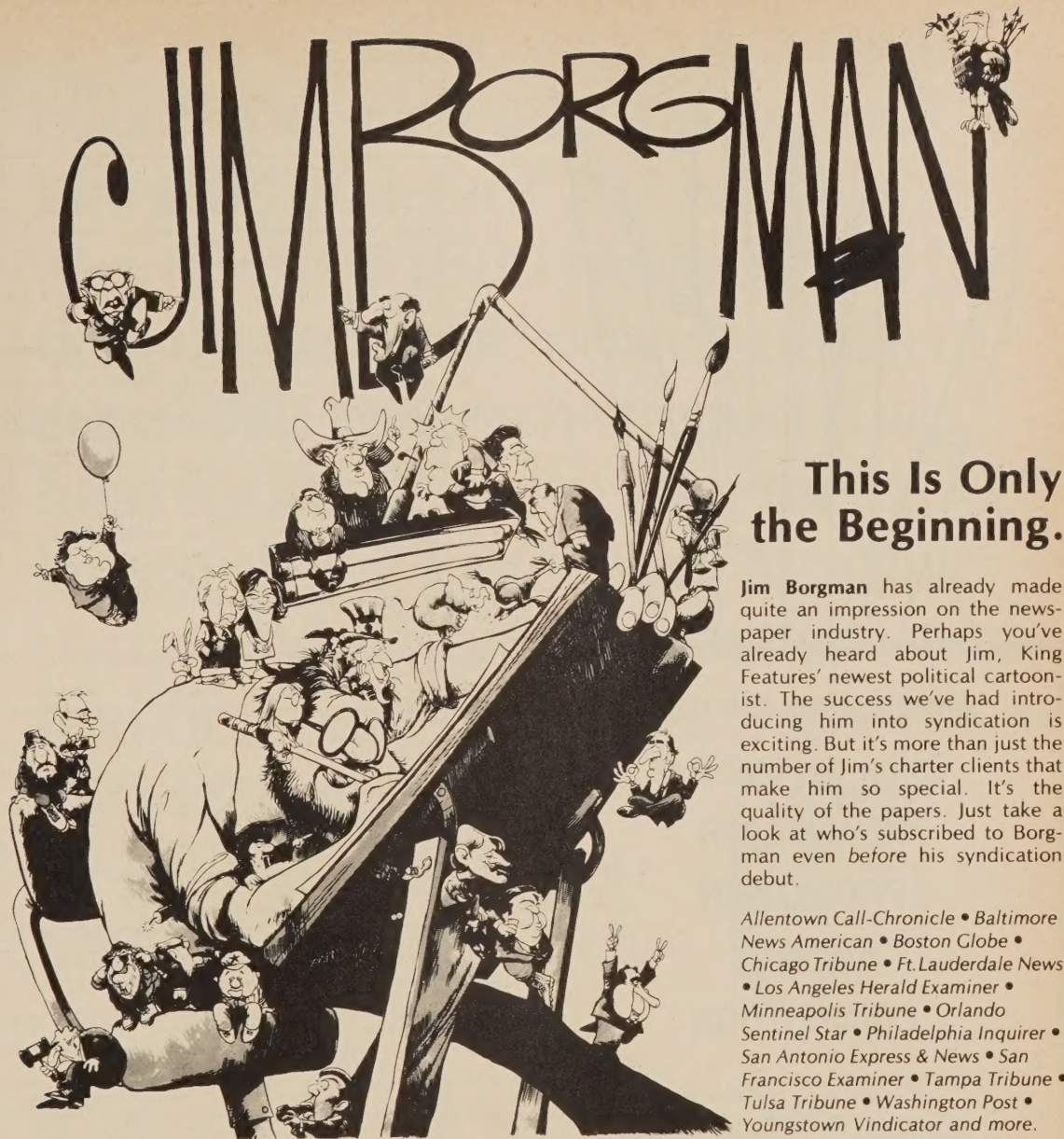


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FEBRUARY

- 4-8—ANPA/RI Direct Screen Color Separation Seminar, ANPA Research Institute, Easton, Pa.
- 10-12—Southern Newspaper Publishers Association production conference, Orlando Hyatt House, Kissimmee, Fla.
- 11-15—ANPA Management Development Workshop, Water Tower Hyatt House, Chicago, Ill.
- 13-15—Ohio Newspaper Association, Sheraton-Columbus Hotel, Columbus, Ohio.
- 14-15—Inland Cost Clinic, Hyatt Regency O'Hare, Chicago.
- 14-17—Annual California Newspaper Publishers Association Convention, Hotel del Coronado, Coronado, Calif.
- 17-20—Newspaper Advertising Co-operative Network seminar, Sheraton Sand Key Hotel, Clearwater Beach, Fla.
- 20-22—International Circulation Managers Association/American Newspaper Publishers Association legal symposium, Fairmont Hotel, Dallas, Texas.
- 22-24—Mississippi Valley Classified Managers and National Telephone Supervisors, Hyatt Regency Hotel, Chicago.
- 25-26—New England Newspaper Advertising Executives Association, Copley Plaza Hotel, Boston, Mass.
- 25-29—ANPA/RI Basic Offset Press and Plate Seminar, ANPA Research Institute, Easton, Pa.
- 25-29—ANPA Key Executive Seminar, Royal Orleans Hotel, New Orleans, La.
- 28-March 2—Maryland-Delaware-DC Press Association, Ramada Inn, Baltimore, Md.

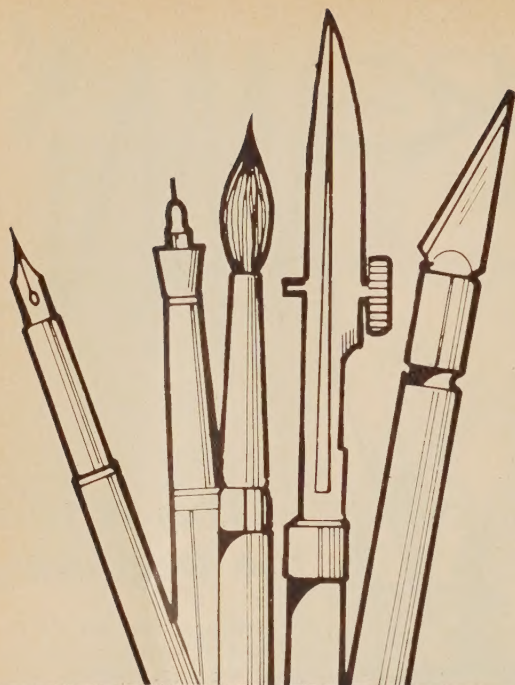
MARCH

- 2-4—Texas Daily Newspaper Association, la Posada Hotel, Laredo, Texas.
- 2-5—Inland Daily Press Association, Hyatt Regency, Phoenix, Ariz.
- 6-9—New York Press Association, mid-winter convention, Americana Inn, Albany, N.Y.
- 9-11—New York State Publishers Association, Rye Town Hilton Inn, Rye, N.Y.
- 10-14—ANPA/RI Management Introduction to New Technology, ANPA Research Institute, Easton, Pa.
- 13-15—New England Association Circulation Executives, Boston Marriott, Newton, Mass.
- 13-15—Society of Professional Journalists, Sigma Delta Chi Region 9 Conference, El Paso, Tex.
- 14-15—Mid-West Circulation Managers Association, Plaza Cosmopolitan, Denver, Colo.
- 16-18—First Amendment Congress, Williamsburg, Va.
- 16-19—ANPA Conference for Young Newspaper Men and Women, Don CeSar Beach Resort Hotel, St. Petersburg, Fla.
- 16-19—ANPA Labor Negotiators Seminar, Houstonian Inn, Houston, Tex.
- 18-21—Inter American Press Association, board of directors, Hotel Cariari, San Jose, Costa Rica.
- 19-22—National Newspaper Association, government affairs conference, Hyatt Regency, Washington, D.C.
- 23-25—Central States Circulation Managers Association, Galt House, Louisville, Ky.
- 23-26—ANPA/INPA Strategic Planning Seminar, Houstonian Inn, Houston, Tex.
- 26-28—American-East Newspaper Production Conference, Hershey Convention Center, Hershey, Pa.
- 24-28—ANPA/RI Camera Techniques Seminar, ANPA Research Institute, Easton, Pa.
- 25-28—ANPA Foundation Conference for Newspaper in Education Program Development, Sir Francis Drake, San Francisco, Calif.
- 30-Apr. 5—ANPA/INPA Newspaper Executives Marketing Seminar, Scottsdale Conference Center, Scottsdale, Ariz.

APRIL

- 7-10—American Society of Newspaper Editors, Washington Hilton.
- 10-12—New Jersey Publisher Association Advertising Conference, Tamiment, Pa.
- 16-17—Canadian Daily Newspaper Publishers Association, Royal York Hotel, Toronto.

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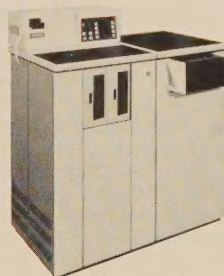


Announcing the 1979 Editor & Publisher NEWSPAPER PROMOTION AWARDS COMPETITION

For the 45th year, Editor & Publisher, in cooperation with the International Newspaper Promotion Association is presenting awards for the best newspaper promotion, research, public relations and related activities. The awards will be presented in 13 classifications and five circulation groups. The deadline for entries is March 28, 1980, with judging held in New York.

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Cable tv company acquired

Thomas S. Murphy, chairman and chief executive officer of Capital Cities Communications, Inc., announced the acquisition of an 80% interest in Omnicon of Michigan, Inc., a cable television company which has recently been awarded several franchises in suburban communities west of Detroit, Michigan. The communities awarded to Omnicon include the city of Plymouth, Plymouth Township, city of Northville, and Northville Township, representing approximately 20,000 homes in the franchise area. Omnicon expects to begin system construction in its awarded franchise areas in March 1980. Omnicon is actively involved in additional franchise applications in other suburban Detroit communities.

Offset conversion shown

New York Times showed (January 22) members of the production management committee of the American Newspaper Publishers Association the press conversion system being tested on press number 36 at the Times' New York City plant (E&P, Oct. 13, 1979).

The conversion system from letterpress to offset quality type printing was designed by Publishers Equipment Co., Dallas, Texas. Walter E. Mattson, president of the New York Times Company, is chairman of the ANPA committee.

Swiss daily marks 200th year

Neue Zürcher Zeitung, a German language daily in Zurich, Switzerland, celebrated its 200th anniversary on January 12.

The newspaper, which was founded in 1780 as a 4-page twice-weekly chronicle, has a circulation of 120,000—including about 20,000 sold abroad.

The paper has a corporate ownership, with 634 Swiss citizens presently holding the 1,800 registered shares, who earn 10% dividend. In 1978, the paper grossed about \$44 million dollars.

Most of the earnings are reinvested in the editorial department, which maintains 33 fulltime foreign correspondents.

Postal rate appeal dies

The Supreme Court has refused to review appeals in the postal rate case.

It is feared by some newspaper publishers that the justice's refusal will mean higher postal costs for newspapers.

The Court's action, which applied to three separate appeals, upholds a 1979 Federal Court of Appeals decision in favor of the National Association of Greeting Card Publishers which set guidelines for distribution of postal costs, particularly between first and second class mailers.

NNA, in conjunction with the American Newspaper Publishers Association appealed, stating that the decision is a wrong interpretation of postal ratemaking as required under the postal reorganization act and that the Appeals Court exceeded its authority.

William C. Rogers, publisher of the *Forest Blade* in Swainsboro, Ga, said, "the Supreme Court's decision is a major disappointment to all small publishers. It means that the decision of the Court of Appeals which distorts the intent of Congress on postal ratemaking must stand."

More on Second-Guessing—No. 549

This column continues the discussion of newspaper critiquing that I began last month. The key question concerning critiquing is: does it do any good? An impossible question to answer, because there seems to be no practical way to detect any general improvement in the content of a paper as the result of it. The content may improve, but was it because of the critiques or despite of them? It is evident, however, that the newspapers that conduct critiques are those that take pride in their product and are concerned about the good opinion of discriminating readers.

Asking whether critiquing does any good is like asking whether a college education does any good. Much depends on the subject. Some college graduates succeed, others make little or no headway. Many people succeed without the benefit of college, some of them even in technical fields where higher education would seem to be essential. The consensus is that a college education is worth the candle, despite some worthless courses and some incompetent professors. I, at least, have never heard anyone regret having gone to college, even though regretting some things encountered there as a waste of time and effort.

* * *

A regular program of critiquing is, like virtue, to some extent its own reward. Among the more valuable members of the staff, particularly, critiquing builds morale. Other staff members, once having learned the patois of journalese and thus confident that they have mastered the craft, get nothing from critiques. Generally, a staff that is worth its salt and well directed is kept on the *qui vive* by them, and the quality of the paper is improved thereby, even if the improvement is not measurable.

Critiques, in any event, should steer clear of anything that sounds like ridicule or sarcasm. Humor is all right if it is carefully handled so that it is good-natured rather than scornful. Ideally, critiques should be a two-way street. Staffers should feel free to challenge the critic, and their comments should be published, with replies from the critic. If the critic is caught in an error, the only thing for it is to come clean. It is fatal for him to strike a pose of omniscience.

I have been on the mailing lists of a number of critiques over the years, which brings to mind the requirement that the critic must have a wide range of knowledge of both language and good journalistic practice. I remember one paper on the East Coast that put out a critique whose own content was so clumsily written and full of errors that it was a joke. I have also seen critiques that perpetuated the common flaws of newswriting instead of discouraging them.

* * *

No matter how tactfully or expertly a critique is handled, it is bound to arouse resentment among certain staffers, usually the least competent. The more competent are eager to learn and not prone to resentment of being taught—this is one mark of their competence and professionalism. The resentment or indifference of the incompetent must be ignored.

A well-handled program of second-guessing will develop an attitude of self-criticism among staffers—those, at least, who are receptive to learning—raising their own standards of reporting, copy editing and headline writing.

Most factories producing a commodity of any kind, whether it be buttons or automobiles, practice what is referred to as quality control—close checking of samples of the finished product to ensure that it is up to standard. Newspaper journalism is one of the few fields where this kind of thing is carried on only by a minority of manufacturers.

Despotism can no more exist in a nation until the liberty of the press be destroyed, than the night can happen before the sun is set.

C. C. COLTON:
LACON, 1820

Charles Caleb Colton was an English clergyman who shocked many people in his day, with both his words and deeds. Although in many ways his reputed lifestyle was not admirable, he was a thinker whose two volumes of aphorisms have lived on. Fortunately, so has belief in the free press he supported.

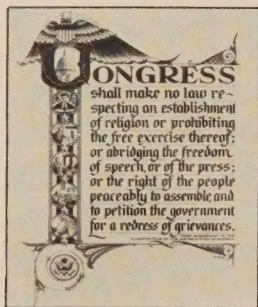
Today, the world is still involved in struggles between despotism and the right to speak and print all shades of opinion. Here in the United States, these rights depend on our First Amendment — and on you in the newspaper publishing industry who exercise its guarantee.

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BEIJING DIARY

Newcomer to China Learns How to Cope

By LINDA MATHEWS
Times Staff Writer

BEIJING—Strangers meeting for the first time in China are less likely to ask each other's name than to inquire politely, "What is your unit?"

That is because China is organized by units—factories, offices or communes—and they are all important.

Every Chinese has one. His unit provides a citizen of China with the necessities of life—employment, ration cards and housing—educates his children and offers welfare subsidies in his old age. Even the decision to bear a child is usually made by the unit; the married women of the unit decide whose turn it is.

Linda Mathews is chief of the Los Angeles Times Beijing Bureau, which opened in August, 1979, and is one of 20 Times foreign bureaus.

A newcomer to China without a unit feels absolutely lost, as I discovered when I arrived in August to open the Beijing Bureau of The Times.

Without a unit, I could not reserve a hotel room, buy a train ticket or apply for ration coupons. "If you don't have a unit, you can't even communicate with other units," fretted my government-assigned interpreter.

The manager of the Peking Hotel, though spurning my request for a room, kindly suggested that as an American, I could get the U.S. Embassy here to be my unit. That was out of the question; as a journalist, I am supposed to maintain my distance from the government.

Another possibility was for the information department of the Chinese Foreign Ministry, the agency that accredits all foreign journalists, to become my unit. But if I didn't want to get too close to the American government, how could I align myself with a unit of the Chinese government?

My interpreter, Hou Ying, supplied the solution. Realizing that the es-

ence of a unit is a rubber chop (or stamp) that can be used to imprint the unit's official name on documents and correspondence, she had made for our office a chop that says "The Los Angeles Times of America" in English and Chinese. With our handsome new chop, we have succeeded in buying plane tickets, renting hotel rooms and running up sizable bills. Our chop is accepted unquestionably even by the best units.

And, somewhere in the process, Hou Ying, our part-time secretary (the daughter of a diplomat), and I became a unit.

For a foreigner the most bitter-sweet aspect of life here is the realization that the Chinese with whom you are most likely to make friends are those whose job it is to inform on you.

Hou Ying, a cheerful, bespectacled antonese woman of 33, has already over herself a conscientious employee. Besides turning out reams of Chinese-English translations every day, she also spars with the Chinese bureaucracy on my behalf, prescribes Chinese herbs for my husband's colds and tolerates the occasional presence of my two sons in the hotel room we use for an office.

What especially endears her to me is that she is just about as untainted politically as any Chinese I've met. She has a 4-year-old son and confided recently that she never intends to have any more children. "Oh," I said, "is that because of this government policy that offers financial rewards to couples who stop after one child?" She laughed, looked at me as if I were daft, and said, "No, because having a baby hurts too much. Childbirth was the most painful experience in my life."

We had some difficulty deciding what to call each other, but in the end went for the Chinese custom, on the theory that when in China one should be as Chinese as possible.

In this age-conscious society, Chinese co-workers address each other by their last names but soften it slightly by appending an adjective that indicates whether the other person is older or younger. So Hou, five months my junior, is "Xiao Hou" (Young Hou?), and seems happy that I'm not crazy, however, about being called "Lao Ma" or "Old Mathews."

Whenever I find that I am becoming fond of this woman, who is glued to my side eight hours a day, I remind myself that she actually works for the

Chinese government, not for me. That is where her first loyalties lie.

She is paid by the government (about \$45 monthly, or one-eighth the sum the government collects from me for interpreter services) and once a week, she disappears for a mandatory political study group, where she and other interpreters discuss the latest People's Daily editorials, political campaigns and, I am told, their bosses. Seasoned diplomats here say I should assume that, in her cheerful way, Xiao Hou is keeping tabs on me and reporting anything unusual.

Occasionally I sense that in this self-absorbed, xenophobic country, it will be a long time before foreigners are accepted as human beings, not regarded as potential enemies to be kept under surveillance. Sometimes when Xiao Hou is chattering away in Chinese on the office phone, she refers to me not as Lao Ma or Linda, but as "the foreigner."

Along with gunpowder, spaghetti and printing, the Chinese invented bureaucracy, about two centuries before the birth of Christ. The first bureaucrats were scholars, certified by the Han emperors, who were dispatched to the far-flung parts of the realm to keep official records and administer imperial decrees.

In 30 years the Chinese Communists have managed to eliminate many feudal traditions, but this country is still one of the most bureaucratic in the world. The average GS-14 in Washington may think he knows something about eluding responsibility and postponing decisions, but compared to the legions of Chinese paper shufflers, he is a rank amateur.

Most Chinese are resigned to the fact that their government moves with glacial speed, if at all. It takes officials here up to two years to assign jobs to high school graduates. If you ask a young Beijing resident what he is up to, the answer is likely to be "dai fen pei," or "waiting for assignment."

Foreigners brushing up against this system for the first time are often enraged to discover that something as simple as a trip to Hong Kong, 1,200 miles away, requires the permission of four government agencies—the Foreign Ministry, the Public Security Bureau (the police), China International Travel Service and the government airline, the Civil Aviation Administration of China. If there is some mishap along the way—if the airline cannot supply a ticket for the day you

told the Foreign Ministry you were leaving—you must start the process all over again. Naturally all these stops must be made in person.

And woe unto him who because of illness or other business must cancel his reservations. Even if he calls in advance, he forfeits 20% of the plane fare and must pay double for his next train ticket.

The late Mao Zedong's unsuccessful campaign to rid China of entrenched bureaucrats, the Cultural Revolution of the late 1960s, has been officially condemned as "a catastrophe." But there are moments, usually when I am standing in some long line, when I feel a sympathetic twinge for Mao and wish that I, too, could purge a few bureaucrats.

At least once a month the frustration of living here leaves me sputtering with rage. Our children, on the other hand, love it. Chinese adults are unfailingly solicitous, even indulgent, of small children, other people's as well as their own. So to 6-year-old Joe Mathews and his 2-year-old brother, Peter, China is a place where strange grownups bestow candy and peanuts, bounce you on their knees and offer to push your swing for hours.

To Peter, every Chinese is a *shu-shu*. That's Chinese for uncle, and children are encouraged to use it or the female equivalent, *aiyi* (auntie), to address all adults. "Nihao, shu-shu (How are you, uncle?)" Peter says automatically to the room attendants—all of them male—on our floor.

The sheer number of *shu-shus* and *aiyis* means that it is impossible for a small, red-haired foreigner like Peter to get lost or hurt. There is always an adult around to keep an eye out.

The first time Peter sped down the hall on his tricycle and failed to reappear, I frantically started searching for him, certain he had run afoul of elevators, open windows or other hotel hazards. But I found him in another room, lying flat on his stomach, showing off his matchbox cars to an appreciative circle of *shu-shus*, all also on their stomachs.

When he goes off in search of amusement and exercise, we know he's likely to be down the hall playing with the *shu-shus* or helping them push the big carts of clean linen. Eventually he always wanders back, his progress checked by the *shu-shus* along the way.

Joe, a rabid baseball fan, brought his beloved ball and bat and a tattooed California Angels program to

Beijing, and he has succeeded in transforming a corner of the Peking Hotel parking lot into a baseball diamond.

Batting practice, with my husband serving up pitches, sometimes attracts a crowd of several hundred Chinese. They congregate just behind the evergreens that mark the edge of the parking lot, eager for a glimpse of the American father chasing balls rapped by his frenzied small son.

Order is preserved by a squad of People's Liberation Army soldiers, their weapons gleaming, who guard the parking lot. Over many weeks they have become enthusiastic and knowledgeable fans. The drivers of the long Hong Qi limousines that line the hotel driveway have also been drawn into the game. They fetch foul balls and have agreed that whenever Joe's ball strikes their bumpers, it's a ground-rule double.

School for Joe, a first-grader, is a makeshift classroom in what used to be the garage of the U.S. Embassy. The Beijing American School, as it is known, has 13 students and, with three teachers, an enviable student-teacher ratio.

We could have sent Joe to a Chinese school, where foreigners are segregated all day into a separate classroom for intensive Chinese lessons, but decided he ought to become literate in English first. As it turns out, the pupils at the American school diligently study Chinese every Tuesday and Thursday with a local teacher, with good results. Joe can already manage such useful phrases as "hold the elevator, my mommy's coming," but he views the ancient and honorable language mostly as a vehicle for plays on words. It is a source of never ending hilarity among the first-graders, for example, that in Chinese, the question "how old are you," sounds almost exactly like the Chinese for "you are an orange soda pop."

The current U.S. view of the Soviet-Chinese-American power balance somehow seeps through at the American school. Joe came home the other day with his latest art project, a 6-foot-long, scroll-like drawing of the Great Wall of China, on which he had labored for weeks. Some fierce and ugly figures near the wall were, he reported, "the Russians attacking on horseback." Fighter aircraft with Soviet and Chinese insignia clashed overhead. Atop the wall, repulsing the invaders with crossbows and cannon, were Chinese troops. "They're the good guys," Joe declared.

Los Angeles Times

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Whose First Amendment?

The First Amendment Congress in Philadelphia last week will be rated a success only if there is some post-convention follow-through particularly at the Second Congress planned for Williamsburg March 17-19.

Unfortunately, as our editorial pointed out Jan. 5, "journalists do not give much space or time to journalistic meetings" and the nation's news columns carried practically no coverage of this event. Of course, news of the Congress was met head-on by news from Iran and Afghanistan in the demand for available space and the Congress placed third, if at all.

The only Congress report that did receive coverage (mainly because an advance text was available) was the Gallup survey on public attitudes toward the press and, although there were many positive aspects in that report, only the negative points were noted.

The major theme of the Congress was that First Amendment rights belong to everyone, not just to the press, and the press must do a better job of explaining these rights to the people.

It has been the theme of many speeches, editorials and conventions over the years but it is necessary to reiterate those points at all times. News people and editorial writers should never forget them nor should they overlook an opportunity to stress them in what they write and say.

It is true, unhappily, as it probably has been true for many years, that a majority of Americans, according to Gallup, do not know what the First Amendment is all about or what it provides. Also, some people think there should be curbs on the press.

But Gallup reports a great deal of goodwill does exist toward the press upon which to build in the years ahead. For instance, local newspapers rank third on a list of 24 organizations rated in terms of efforts to improve city life; journalists rank high among 20 selected occupations rated on "honesty and ethical standards;" and a career in journalism is one of the top career choices of college students.

It isn't all bad. There is hope. There is an area of mutual interest and trust between the public and press. The officers and members of the 12 participating journalistic organizations have a rare opportunity to expand that interest and trust through these Congresses.

It all depends upon whether they are talking to their public constituencies. Or, are they talking to themselves, as they seem to have been doing up to now.

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An architect looks at newspaper plants

By Arthur Golding

A newspaper plant is both a factory and an office. As a factory for processing materials, it should be an efficient, reliable machine. As an office for processing information, it should provide a work inducing environment.

In the newspaper business, the line between the factory and office function is being redrawn because of new technology and changes in the composition and motivation of the work force.

The revolution in newspaper production, exemplified by computer terminals and offset presses, can only accelerate during the next twenty years. Changes will affect facilities as well as equipment. Many papers, large and small, will make the critical decision to build a new plant.

Architects called on to design new facilities are valuable to newspapers in two principal areas: first, by planning in the broadest sense for changes that will occur for the newspaper, for its role in the community and to accommodate the new equipment; second, by performing the very traditional architectural function of designing a building that responds well to its surroundings, as determined by the physical setting and the community.

Publishers and architects are recognizing the underlying forces of change that embrace every aspect of producing a newspaper. Raw materials costs escalate rapidly while supplies remain unstable, requiring new attitudes about purchasing, handling and storing newsprint.

New equipment and new technology reshape and recombine the steps of the production process. The markets for newspapers evolve and newspapers change in content, format, schedule and distribution.

Government action, in regulation and tax policy, plays an increasing role in shaping the workplace and defining work tasks. Energy costs rise and service is uncertain.

The labor force is changing in composition and training may become an increasingly important part of many newspaper jobs, as new equipment and tasks are introduced.

Finally, the very nature of work is different, and employees' attitudes about their working environment reflect this difference.

As a result of all of these influences, newspaper plants of the future will be

very different from the old ones familiar to newspaper people. They will be cleaner, quieter and more efficient.

They will accommodate a diversity of sophisticated equipment, provide for more flexible arrangements of people and machines and offer a more pleasant work environment. They will require fewer people to produce the newspaper and will accommodate more storage of raw materials. These newspaper plants will be more productive work environments.

Design of a newspaper plant does not begin with the architect, but with the owner. A good building results from the collaboration of an owner who wants to build and an architect who can design for the specific needs of a newspaper plant.

This collaboration, or partnership, places real demands on both parties. They must enter into and maintain a dialogue. They must make hundreds, even thousands of decisions together over a period of many months.

The process of design is one of questioning, and it begins with the owner who must define the goals and objectives in building. Working from this base the architect and owner begin the detailed dialogue that determines a program of required space and a description of the working operations to be accommodated. It is then the job of the architect to accommodate space and operational requirements, and to make a building to house them.

I often compare the organization of a newspaper plant to that of a human organism. The press is the heart of a newspaper; the computer with its terminals is the central nervous system. This relationship will remain with us for a long time. The planning of the newspaper facility must respond directly to these key elements.

(Continued on page 49)

Short takes

For example, Moler said he sent out about 1,400 letters asking residents how much, if any, income tax they pay to the village. He got responses, some from people who are deceased.—*Middletown (Ohio) Journal*.

* * *

Dear Mr. Donahue: I want some information on growth. I am a mile, 16, and 5 feet 6 inches tall.—*Odessa (Tex.) American*.

* * *

It was necessary for power company crews to replace the pole and customers served by the lines in that area from the time of the accident until 1:30 this morning.—*Wooster (Ohio) Daily Record*.

* * *

And an executive of Great Lakes Towing Co., where he worked for 345 years said, "I wish we'd run into a lot more like him."—*Detroit Free Press*.

Corrections

In the report, "Landon forms division to run seminars" (E&P, January 19, page 24), there are 13 paragraphs that do not belong with the story. The unrelated information appears after the seventh paragraph of the Landon story in the first column, and runs to the end in the second column. The information was "overmatter" edited out of a story which was published some weeks ago.

* * *

The notice of the new book, "American Usage and Style," by Roy H. Copperud (E&P, Dec. 22) omitted to name the publisher. It may be too soon for the book to be in bookstores, but it can be ordered either from them or direct from the publisher, Van Nostrand Reinhold, 135 W. 50th St., New York City 10020.

BACKGROUND NOTES

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The New York Times
NEWS SERVICE

(Arthur Golding is vicepresident and director of design for William L. Pereira Associates, Los Angeles. He designed the recently completed *Hagerstown* (Md.) *Herald-Mail* plant.)

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A Newhouse Newspaper

At INAE Sales Conference:

Ad bureau announces new dues plan and expansion

By Bill Gloede

The Newspaper Advertising Bureau sales team came to the International Newspaper Advertising Executives convention in Dallas last week prepared to tell the industry what a good year it had in 1979 and to deliver its projections for 1980.

After a session with the NAB Plans Committee on Saturday, the bureau delivered instead a hard sales pitch for plans to re-structure annual dues and expand the bureau staff which were approved by the bureau's board of directors a week earlier.

NAB president Jack Kauffman, after scrapping much of the presentation slated for the Dallas convention, announced that 311 newspapers, which have been paying less in dues than the NAB formula calls for, would be brought up to scale over a three-year period. The "below formula" newspapers have been paying less than the dues prescribed by the formula due to a 15% ceiling the NAB board slapped on the annual income figures on which dues are based. Inflation and industry income growth have far outpaced the percentage figure.

Kauffman announced a hike in the dues paid by newspapers in the upper income categories. That increase amounts to about 10%.

Kauffman stated that the move was made "not to increase total bureau income, but to put all on an equal basis." He repeatedly maintained that the planned staff expansion was exclusive of the dues re-structuring plan. He insisted that the staff expansion could be underwritten with current bureau revenues. (At the April ANPA convention, the bureau reported a total operating budget of about \$7.5 million.)

Under the new dues structure, the basic formula will remain unchanged, according to Kauffman. The 311 "below formula" papers will be assessed increasingly higher percentages over the three-year period until "inequities" are corrected, Kauffman said. Those papers will be assessed 33% of the difference between what is actually paid and what the formula calls for in the first year, 50% in the second, and the total amount in the third year. The re-structuring will take effect June 1.

Newspapers in the upper income

categories of \$60 million and over and \$100 million and over will face a dues increase June 1. Kauffman said papers in the over \$60 million annual revenue category, which had been paying \$87,000, will be assessed \$95,000 this year. Similarly, papers in the over \$100 million income category, which had been paying \$95,000, will pay \$105,000 in 1980. Kauffman said the increases were the first in two years.

The bureau staff expansion involves the hiring of six new people; three will go to newly created "product manager" spots in classified and three "marketing sales executives" will be placed in national sales.

The new classified spots include product managers for employment, general merchandise and automobile advertising. Their responsibilities will include monitoring government activity, participating in trade and industry associations, making key advertiser contacts and becoming involved in research, training, promotion, development and leadership programs.

The three national "marketing sales executives" will work in selling Newsplan to national advertisers.

The job of selling the staff expansion plans to the INAE delegates was laid to Buzz Wurzer of the *New York News* and Vance Stickell of the *Los Angeles Times*. Wurzer is chairman of the NAB Priorities Committee, which is concerned with present bureau activities, and Stickell chairs the Long Range Planning Committee, which charts the bureau's future course. Both committees are the backbone of the NAB Plans Committee.

Wurzer told the delegates, "Right now . . . I am here to report to you that the Priorities Committee supports completely the Long Range Planning Committee's proposals for expansion. We have thoroughly reviewed the proposals and feel they represent a desirable—and in fact, absolutely necessary—addition to the bureau's services to its members." (Wurzer was delivering the same address he presented to the NAB board a week earlier, hence the term "proposals" was used).

Wurzer said, "the Priorities Committee believes that no current bureau activity or department should be discontinued in 1980-81. Therefore, any addition to

bureau staff or functions should be funded through changes in bureau dues."

Maurice Buchart of the *Courier-Journal* and *Louisville Times*, who serves as vicechairman of the Newsplan Committee, told the delegates, "so far, (Newsplan's) results have been excellent." He reported that more than 950 newspapers are now participating in the program covering 77% of total U.S. circulation of 92% of circulation in the top 50 markets. And he reported that so far, 61 major national advertisers have signed Newsplan contact with one or more papers. He pointed to Seagram's re-entry into newspapers, and similar moves by R.J. Reynolds and Mobil, as concrete evidence that Newsplan is achieving its goal.

Said Buchart, "as a result of this (Newsplan), newspaper national was up 17% for the first ten months of 1979 compared to 1978, well ahead of any other medium. And if you compare our gains during the first five months and the second five months of 1979, it's easy to see what a difference Newsplan made. We were up 13% from January through May—and then, when Newsplan began to take hold, we shot up a 21% gain from June through October."

He continued, "we believe we have begun the turnaround we hoped Newsplan would bring us. And in fact, when the final figures are in for 1979, I expect our share of national will be 7.7% for sure, and maybe higher."

Buchart reported that Newsplan entered Phase Two in September with the introduction of CAN DO, the bureau's computerized on-line newspaper data analysis system—said Buchart, "now, with CAN DO, newspapers can supply complete, current, compatible, standardized audience research data for any market or combination of markets."

Vance Stickell made a projection that, over the next six years, bureau projections indicate that total advertising growth for newspapers could range anywhere from a low of \$21 billion in 1985 to a high of \$27 billion, depending on the rate of inflation and the rate of economic growth. And in classified, Stickell reported that the bureau projects a growth rate ranging from a low of \$7.4 billion to a high of \$8.9 billion.

The bureau predicts an 11% increase in 1980 total newspaper revenues over 1979, which breaks down to \$2.4 billion in national, up 14%; retail up 11% to \$8.6 billion; and classified up 9% to \$5 billion for a total of \$15.9 billion. The prediction was contained in a prepared text that was made available to reporters at the meeting.

Editor sees better days for newspaper

Eugene C. Patterson, president and editor of the *St. Petersburg Times and Independent*, opened the International Newspaper Advertising Executives 124th sales conference in Dallas this week on a highly optimistic note, claiming that newspapers had already captured the "specialized market."

"As we enter this new decade," said Patterson, "it would be awfully easy to be the faint-hearted to be pessimistic."

"I frankly, ladies and gentlemen, would prefer to be in the print media in the 1980's than to be in network television," he said as he detailed the survival of radio and mass appeal magazines after the onslaught of television nabbed their markets back in the 1950's and 60's.

"The problem that tv now faces is the possibility of being decimated by the very technological monster that created it," he continued. "All you have to do is look at the possibility that very shortly, Sears may be retailing Comsat dishes to put on your rooftop so that you no longer are forced to tune to one of three major commercial networks."

Patterson turned to newspaper technology, pointing out that the increased ease of producing a newspaper would surely lead to more competition—competition he thinks is good for the industry.

"We hear a great deal of breast beating about the great chains—the great conglomerate journalistic chains that are buying up more and more newspapers under a common corporate ownership," he said, "but we've not heard enough, I think, of another development that is coming along in tandem, and that is the cheapening technology of starting a newspaper."

"You can rent a little Compugraphic to set your type, you can rent a little time on an idle job press in your neighborhood, and with just a little line of credit at the bank, a young entrepreneur can go out into one piece of the suburbs of our great cities and start his or her own newspaper," said Patterson. "Competition is springing up very rapidly out of our own print technology—and we should welcome it, because competition is what makes the big wheel turn."

He continued, "I think the answer to fears about conglomerate ownership of newspapers is that these fears are best allayed in the market place, not in the halls of Congress."

Patterson said the "very simple challenge" which will face newspapers in the 1980's is the same challenge which has been facing newspapers all along—to meet the needs of the reader and the advertiser.

Patterson said he put the reader before the advertiser because by meeting the needs of the reader, the newspaper meets the needs of the advertiser by delivering the numbers.

"Speaking to you as an editor," Patterson said, "let me tell you that I think our readers need more than our newspapers presently give them."

After applauding the work of the Newspapers Readership Project which Patterson said got editors for the first time to sit down at the same table with "business-side folks," he said, "we have as American editors developed a new respect for and participation in something that you as advertising people have long known about—and that's called market research."

But he then pointed out that most editors approach market research with "great suspicion" because "we grew up feeling that we got to give the reader what he ought to have—whether he wants it or not. And that going out there and measuring what he wants and then trying to give it to him is the wrong way to run the news and editorial columns of newspapers."

He then pointed out, "that especially in government coverage, it may not be very interesting to the reader, but the whole purpose of the First Amendment is to let the citizen know what's going on in government so that he, by his vote, can control it."

Patterson said he believes editors will be giving readers more of what they want in the next decade, but not at the expense of national and international news and investigative journalism.

"I think that the old good news/bad news argument has always been a simplistic one," he said, "any newspaper that prints the bad news—and the world is full of it—is going to occasionally offend and irritate its readers. Well, we have to do that, of course," he continued.

Patterson then pointed to three news stories of the past several years which, in his opinion, were "good" news. The stories, he said, "struck deep into the American psyche in ways that we skeptical journalists have not paused to analyze." The stories he was speaking of were the U.S. space program, behind which America united in hero worship and marvel; the effect of the Bicentennial "tall ships" on America, a sort of euphoric sense of community; and the recent chronicles of the visit of Pope John Paul II.

But good news is hard to come by, he said. "Our readers need basic information to deal with an enormously complex time. We can't simply give up on national and international news and go back to chicken dinner news of our localities and expect to survive," he said.

"We as print media have one great strength going for us in the true sense—

we already have specialized audience. We serve our readers directly as a specialized medium representing them," he said.

In St. Petersburg, Patterson said, Wilbur G. Landry, former UPI foreign editor, had recently been hired to do about the only thing Patterson thinks can be done to bring interesting and vital national and international news to the reader. Landry writes a column which, in a conversational and personalized way, explains national and international events in their own terms. Landry is about to depart on a six week tour of Islam to report to his readers on what is actually going on there.

Patterson also made a case for investigative journalism, even though it may sometimes offend or anger readers. He feels it is incumbent on the press to act as a watchdog, to ask the second question after the common public relations response has been issued.

As for the advertiser, Patterson believes "they need to know that the newspapers is the medium of the 1980's—already specialized—to reach that target market already committed to improving its performance."

Dailies urged to keep 2% cash discount

Jack Cohen, chairman of the American Association of Advertising Agencies' newspaper committee, urged members of International Newspaper Advertising Executives to "safeguard the 2% cash discount."

Cohen, who is vicepresident, director of print buying at Doyle Dane Bernbach, said the 2% discount "is the main reason why U.S. print media enjoy a remarkably efficient system of billing and paying."

He said elimination of the discount for immediate payment can be considered a rate increase and said such action would penalize the prompt payer.

Cohen was not a part of the INAE program, but made his plea at a meeting of the 4 A's newspaper committee and INAE execs.

Cohen pointed out that at current high interest rates, advertisers have reason to hold off payments as long as possible, but through the cash discount, advertisers are motivated to pay quickly.

Cohen also urged newspapers to reinstate the 60-day rate change notification. Cohen aired his original grievance about this in an *E&P* article on November 17, 1979 when he pointed out that some newspapers had dropped the 60 day rate change notification, thus causing severe problems in media planning for advertisers and agencies.

Judge convicts 9 reporters of trespassing

Nine Oklahoma reporters and cameramen have been convicted of trespassing and fined \$25 each for following a crowd of demonstrators onto the construction site of a nuclear power plant last June.

Ironically, charges against the more than 300 demonstrators had been dismissed.

District Court Judge David Allen Box, who heard the case without a jury, found the journalists guilty after he had earlier dismissed charges against the demonstrators after a trial ended in a hung jury.

While finding the reporters guilty, Judge Box did rule that the power company's activities were subject to news coverage. He also ruled, however, that the media's right to access on the power company's property was limited and that the reporters should have remained in a "viewing area" set aside by power company officials.

The power company had roped off a viewing area on a hill about a half-mile from the construction site, but the nine journalists chose to accompany the demonstrators onto the site.

Box stated that he could have ruled in favor of the reporters if they had proven that they could not have covered the demonstration any other way. The Judge pointed out that those reporters who remained in the roped off area on the hill obtained essentially the same information as those reporters who accompanied the demonstrators onto the construction site.

Media involved in the incident were not in agreement over the decision. A reporter and cameraman for KTVY-TV, Tulsa, a *Detroit News* affiliate, were told to plead guilty by management.

A reporter for KOCO-TV, owned by Gannett Co., felt he was justified in following the demonstrators.

Ingersoll buys Penna. daily

Publisher Neal G. Thorpe of *Evening Phoenix* (Phoenixville, Pa.) and Ralph Ingersoll, II announced the sale of the *Evening Phoenix* to an Ingersoll Publications affiliate, Phoenixville Newspapers, Inc. Ingersoll will serve as president of the new company.

The *Evening Phoenix*, established in 1888, is a six-day-a-week evening paper with a circulation of about 8,000.

Hempstead & Co. of Cherry Hill, N.J., acted as adviser to the sellers in the transaction.

INAE challenges ANPA to solve format mess

A round of applause went up as Frank J. Savino of the *Hackensack* (N.J.) *Record*, the newly elected president of the International Newspaper Advertising Executives, challenged publishers to get together and solve the formatting problems, which are a major stumbling block to the success of Newsplan during the INAE's sales conference in Dallas.

Said Savino, "Here I throw a challenge—not to you—but to the American Newspaper Publishers Association," as he pleaded for cooperation among all industry organizations in solving the format problem.

In his acceptance speech, Savino also pointed out that "we must know more about our competition—television. We must know more about their terminology, and if we must, let's talk ADI's, reaches, frequencies and CUM's."

Savino, who is vicepresident/marketing for the *Record*, will serve until 1981. Other officers elected were: Richard C. Ockerbloom, vice president marketing and sales for the *Boston*

Globe, to INAE executive vicepresident and president-elect; Joseph F. Flanagan, senior vicepresident/marketing for the *Milwaukee Journal* and *Sentinel* to INAE first vicepresident; and Leo L. Kubiet, advertising director for the *St. Petersburg Times and Independent*, to INAE second vicepresident.

The INAE auditing committee announced that the organization is fiscally healthy during the business session, reporting a \$19,556 surplus in the 1979 budget. Out of a total of \$468,140 allocated for the year, the INAE spent \$448,584.

The committee stated, "careful examination of the audit reveals the association operated within a budget adopted by the board of directors in a prescribed and acceptable manner and the executive committee and office management are to be congratulated on their performance."

The INAE summer sales meeting will be held in Boston, Mass. from July 13 to 16.

Ad Age survey shows newspaper losing to tv as top ad medium

Findings from a survey conducted among "very highly placed" advertising executives indicates that television advertising will outpace newspaper advertising by the mid to late 1980's, according to Herbert Zeltner group vicepresident for Crain Communications Inc.

The survey by the publisher of *Ad Age* has newspapers doing some \$74 billion in advertising business by the year 2000 while television is doing some \$95 billion.

Presently, daily newspaper ad volume totals about \$13 billion as compared to about \$9 billion for television.

The strong points of newspapers for the 1980's, according to the study, include technological advances in production and distribution, the use of newspapers as a distribution medium, the enhanced flexibility brought on by technology, the opportunity for long copy advertising, reader regard for the medium, the breadth of metro area coverage, and Newsplan, which Zeltner reported was praised by the ad execs surveyed.

Among the disadvantages cited by the ad execs were "intense cost headaches of labor and supplies," the erosion of central cities, lifestyle changes which may give readers something other to do rather than read, the relative and absolute costs of advertising in newspapers (the last of industrywide standardization,

and "spotty research," which Zeltner said was not necessarily bad research, but more hit and miss, depending on markets.

The ad execs surveyed thought television would continue its overall reach and coverage strengths and would see some growth in overall audience magnitude.

Life memberships in INAE presented

Thomas Gormley and Jacques A. Caldwell were awarded Honorary Lifetime Memberships in the International Newspaper Advertising Executives this week at the annual conference.

The highest of INAE awards, the gold card is conferred by vote of the board of directors upon an individual who has been "conspicuous in furthering the interests of the association or the cause of newspaper advertising."

Gormley, 1979 INAE president, is leaving his position at the *Cincinnati Post* to become manager of advertising for the Pittsburgh Press Co. in February. Caldwell is assistant general business manager, Scripps-Howard Newspapers, Cincinnati.

"WHOSE FIRST?"

Press urged to explain First Amendment rights

By Andrew Radolf

The press must do a better job of meeting its responsibility to protect all of the public's Constitutional rights if it is to succeed in safeguarding its own freedom. *New York Times* columnist Anthony Lewis, twice winner of the Pulitzer prize, told the First Amendment Congress in Philadelphia.

"It is dangerous to separate ourselves from the rest of society. We must reject the idea that the First Amendment is for the press alone. If we present ourselves in unabsoluble terms as representatives of the public, then we will be more persuasive to the public and judges," Lewis said.

The Congress was convened by members of the newspaper, radio and television, and related industries to discuss ways to make the American people more aware of the role the First Amendment plays in their lives.

The press must do more to explain its role "in the great issue of accountability" on the part of the government "to its sovereign, the people," Lewis said, if it is to increase the public's understanding of how such U.S. Supreme Court decisions as *DePasquale* threaten everyone's rights.

"We are the eyes and ears of the public which cannot personally observe the government's workings," he stated. "Closing the courtroom makes it impossible for the public to know what's going on in the criminal justice system. Pretrial hearings are often crucial in deciding whether or not evidence should be suppressed. . . . In Seneca County (N.Y.) that year (of *DePasquale's* hearing, 1976) no criminal cases went to trial. All were dismissed or plea bargained as a result of pretrial hearings."

Reminding the First Amendment Congress of the McCarthy era's assault on the Bill of Rights, Lewis took a position against confidentiality of sources.

"If a Red-baiting magazine accused you" in a story based on unnamed sources, he asked, "do you think that magazine has a right to keep its sources a secret? Those whose reputations are ruined have a right to know the names of those who ruined them."

He contended that even without a guarantee of confidentiality, sources "with a conscience" would still "come forward."

Lewis also warned the press against "exposure for the sake of exposure." Alluding to "The Brethren" by Robert

Woodward and Scott Armstrong, he questioned "if it is wise to do damage to institutions which are not corrupt" through exposes.

"The public is reacting to the excesses of the exposing school," he said.

Lewis maintained "the press has not been deprived of its rights by the U.S. Supreme Court" and "has more protections than it used to have."

He cited *New York Times v. Sullivan*, the Pentagon Papers case, the Branzburg case, and the Nebraska Press case as examples of recent press victories.

Lewis said "the hysteria" of the press over the *Stanford Daily* decision is "unjustified" because it did not lead to an epidemic of police arming themselves with search warrants and raiding newsrooms. The columnist remarked that he disagrees with the *Stanford Daily* ruling because he is "against unannounced police searches of the files of third parties not suspected of a crime."

Lewis commented that many of the cases which the press lost in the U.S. Supreme Court were not efforts to protect its rights but were "tests to gain new legal advantages."

"The press is my refuge, my strength, and my comfort," Representative Millicent Fenwick (R-N.J.) declared to the Congress. The press is "who I turn to" when confronted with "arbitrary regulations, problems with officials, and obstructive practices."

Rep. Fenwick admonished the press for "not living up to the responsibility of its privileges. You don't say enough about politically appointed judges, prosecutors, and office holders . . . about the merits of candidates."

"Responsibilities of a higher order come with the privileges. Only you can set what are the limits of a responsible press. Set some standards, or someone will set them for you."

Thomas A. Donohue, vicepresident of the United States Chamber of Commerce came to Philadelphia to assert "corporations too can exercise First Amendment rights" as a result of the U.S. Supreme Court's *Bellotti* decision in 1971.

"It is paramount to remember that the First Amendment applies not only to individuals and the press, but to business firms who have the same rights under the Constitution," Donohue said. "If business is forced to operate in an environment of reduced freedoms and more regulations, it will lose vitality. These freedoms (under the First Amendment)

apply to freedom of enterprise enjoyed by everybody."

Saying that "media is also a business," Donohue asked the press "to work to insure business's right to comment" and "never to allow either group (business or press) to deny the other's right to speak."

"Denying freedom of the press to business begins the process of denying rights to each of us," he stated.

Sydney Berger, a civil rights attorney from Evanston, Illinois said "the media is not making enough outcries" about the "long list of the (U.S. Supreme) Court's whittling away civil rights."

Referring to worldwide abuses of human rights, Berger remarked, "unless the media wakes up and educates the public and accepts criticism, it (rights abuses) may happen here."

He cited the Gallup Poll's findings that the public favors stricter controls on the press as evidence that the media "is not doing a good job of educating the public" (E&P, January 19).

Berger encouraged publishers "to live a little more dangerously" and not let polls "cause you to abdicate your responsibility."

Widespread apathy among the people of the Soviet Union has resulted from their government's censorship of the news. Robert Toth of the *Los Angeles Times* told the delegates.

Having spent three years in Moscow as the *Times's* correspondent, Toth spoke about what life is like in a country which does not allow freedom of the press. Now a science reporter for the *Times's* Washington Bureau, Toth had been accused by the Soviets of including secret information in his articles and was detained from leaving the country at the end of his tour of duty in 1977.

"The Soviet citizens don't care (about censorship)," Toth said, "because they don't know what they're missing. It's almost as if they don't want the information."

Toth stated the Soviet government defends its policies by arguing it is "not ideology but the humanistic principle" that "censorship makes the mass of people happier."

Saying that in the Soviet Union most statistics "are a state secret," he remarked that while he was there, its press never carried any stories, the perquisites or indiscretions of government officials, or any type of negative information such as that country's rising infant mortality rates which would show Soviet life in a poor light.

"Such stories might suggest the ideal society has not been achieved," Toth Commented. "No Soviet Journalist is embarrassed by the distortions, lies, and omissions in their publications."

He said the Soviet government views the press's role as being that of "an agitator and organizer for the party."

Philadelphia Congress sparks lively debate

By Lenora Williamson

The First Amendment Congress held in Philadelphia January 17 got good marks on the delegates' evaluation sheets.

"A good start—the most important thing was the fact that it happened . . . that journalists were willing to sit down and talk frankly with the public . . ." ran the observations.

And "an astonishing number" of the public want to be part of the Williamsburg workshop followup in March, according to steering committee chairman, Jean Otto. Otto is president of The Society of Professional Journalists, Sigma Delta Chi and op-ed editor of the *Milwaukee Journal*.

After the steering committee of the journalism associations sponsoring the Congress finished evaluation of the first Congress held on Benjamin Franklin's birthday, Otto announced plans for the Colonial Williamsburg followup sessions March 17-19.

Within two weeks letters will go out inviting 150 delegates to the workshops.

The Congress in Philadelphia had 250 delegates from the public sector, media, and legal and legislative representative groups. Over-all attendance in the historic First Bank of the United States on the rim of the historic area of the city passed 300.

Otto told E & P after the evaluations, "We feel they are all staunch supporters of the free press but they believe there are areas where more fairness and more understanding would be possible."

The Williamsburg workshop areas planned by the committee include: Government regulation and the media, privacy and the public's right to know, media ethics; sensitizing the public, the legal profession, legislators and the media itself about the First Amendment; values in conflict, access to the media, access to information, the First Amendment and special interests; the First Amendment in all its applications; and commercial speech.

Emerging from the Philadelphia sessions was the major message of the Congress that the First Amendment belongs to everyone—not just the press but that the lack of public concern presents the greatest danger.

"We need your help in your behalf," Dan Rather, CBS television correspondent, told the Congress in his keynote address. Rather was a last minute re-

placement for Walter Cronkite, who was forced to cancel.

Rather warned that the traditional watchdog role of the free press is being narrowed. A watchdog barks at everything suspicious, Rather said, and "our ability to do that is being whittled down"—a reference to recent U.S. Supreme Court decisions.

Rather reminded delegates of a comment by the former CBS correspondent Eric Sevareid, "There is no such thing as my end of the boat is sinking." Rather said to the non-press delegates: If it's our end that's sinking—it's your end." And the boat is in danger of sinking if such decisions continue, he observed.

Eugene Patterson, president and editor of the *St. Petersburg Times* and the only newspaper editor on the formal program, served as moderator of the morning panel on "Whose First?"

Patterson scolded the press for what he called "celebrity journalism" indulgence. He declared there is a vast area of "explanatory journalism" that is a special responsibility and needs more attention. Patterson said the press has

gotten so involved with celebrities he can't tell it from show business.

Mayor Ernest N. Morial of New Orleans, during the panel, said it is "pretentious" of the press to view itself as the sole, legitimate arbiter of the public interest.

The mayor charged that the news media, in many cases, has a detrimental impact on the political process and public policy.

Morial cited a list of deficiencies of the press which detract from proper functioning of the political system depending as it does an informed electorate. He included media preoccupation with personalities rather than issues, oversimplification of issues, emphasis on entertainment rather than information, lack of objectivity, and uninformed reporters.

The mayor also pointed to a "subtle influence" the press has on public policies because of the way some politicians react to coverage—those who play for acceptance by the media, who base their decision on the news media's perception of an issue and who play to the television lights.

Blame goes to politicians unwilling to challenge opinions and perceptions of the press, Morial said, but the press is guilty of encouraging that kind of reaction from politicians.

Dean Jerome Barron of the George Washington University Law School, participating in the opening panel answered

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PUBLIC ATTITUDES—Dan Rather, CBS correspondent and keynote speaker for the First Amendment Congress in Philadelphia (right), talks with George Gallup, Jr. about the Gallup Poll on public attitudes toward the press during opening session in the First Bank of the United States.

Hispanic daily in N.Y. eyes national readership

By Andrew Radolf

Attaining 250,000 daily circulation "within five years" the New York ADI's more than 600,000 Hispanic households is one of the more moderate goals set for *El Diario-La Prensa* by its new executive editor, Rudy Garcia.

Before joining O. Roy Chalk's Manhattan based Spanish language tabloid last November, Garcia had been a reporter for the *New York News*, city editor of the English language *San Juan Star* in Puerto Rico, and director of public information for New York City's Department of Environment Protection.

Garcia said his long range plans include making the 67,000 daily, 70,000 Sunday, publication into a national, Spanish language newspaper transmitted via satellite to reach the country's 22 million Latino population.

He envisions *El Diario* becoming a bilingual newspaper which articulates the concerns of the Spanish speaking populace to the nation.

If it is ever to meet these goals, *El Diario* must meet the challenge of attracting readers from the diverse cultures and nationalities which constitute metropolitan New York's Latino community and are linked together by their common language.

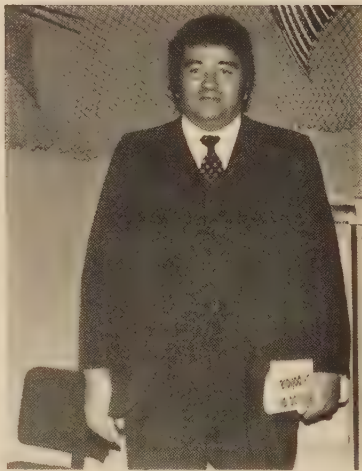
Census Bureau estimates place the the number of Hispanics in the New York area at 2 million. Garcia believes undocumented aliens swell that figure to 3 million people with about 1.8 million of them speaking primarily Spanish.

While metropolitan New York's Latino population continued to increase, *El Diario-La Prensa*'s circulation dwindled from a high of 85,000 in the 1960's to 60,000 by September 1978. "A large part" of the 7,000 rise in circulation in 1979 Garcia attributed to net gains resulting from 1978's 88 day strike which had shut down the *New York Times*, the *New York News*, and the *New York Post*.

"The paper was slow to recognize the changing ethnic complexity of the Spanish dominant population," Garcia explained of its failure to grow with the Latino market.

"*El Diario* was started in 1948 to serve the huge Puerto Rican migration to New York which began in the late 40's and continued throughout the 50's," the editor continued, adding that *La Prensa*, which began publishing in 1913 as a newspaper for immigrants from Spain, was taken over by *El Diario* in June 1962 and merged with it the following March.

"We made some adjustment to the Cuban exile community in the early 1960's which was reflected in strong



Rudy Garcia

anti-Castro positions in our columns and commentary," he said. "An adjustment wasn't really made in the 70's when the substantial Dominican and South American migration became the almost dominant factor in the Hispanic community here."

Today, Puerto Ricans comprise 56% of the metropolitan area's Hispanic population, and according to Garcia, two-thirds of them are first and second generation New Yorkers speaking and reading in English. Cubans make up 14% of New York's Latino groups. South Americans, Central Americans, and people from the Dominican Republic form a substantial part of the remaining 30%.

"There's a lot of professionals and skilled workers among these people—except for the Dominicans who are up here for economic reasons," Garcia commented. "You have to figure that just to be able to get the air fare to come up from Colombia or Argentina they must have access to money."

El Diario has already begun to address itself to the problem of appealing to so many ethnic groups, the editor remarked, with expanded coverage of Latin America and by featuring stories on "how to cope with a new life and a new language in a new culture."

The tabloid has established "stringer bases" in Colombia, the Dominican Republic, Argentina, Peru, Ecuador, and Puerto Rico, and it plans to establish one in Cuba too.

When Colombia suffered an earthquake in the fall, Garcia dispatched a reporter from his New York staff of 16.

"Sending someone on assignment like that was not considered as recently as

last year," he noted. "There are more than 300,000 Colombians in New York."

The needs of undocumented aliens and the government immigration policies affecting them is another area in which *El Diario* has become "editorially involved."

"We run one or two pages a week just on immigration issues," Garcia said. "We're as knowledgeable on policies and bills as any other news organization in the country."

"The census is another major, major issue. We're calling on illegal aliens to participate in the census, and we repeat the federal government's assurances that census information is confidential and cannot be used in deportation proceedings."

Another way *El Diario* keeps on top of events in the Latino neighborhoods is by making itself "an added outlet" for Hispanic reporters "throughout the Anglo media" who encounter "difficulties in having their stories on our community accepted as valid news," Garcia stated.

"They feel free to call me up and say, 'Hey I've got this story. I offered it. The editors rejected it, but I think it's still worthwhile.' We help them (Latino reporters) retain credibility with their sources," he asserted.

By increasing his coverage of business and financial affairs between Latin America and New York's Hispanics, Garcia intends to make *El Diario* "the paper of record for those who want to do business with the Spanish speaking community."

The editor considers New York born, "particularly college level," Hispanics, who are "reestablishing their ethnic identities, by making it their business to learn Spanish" as being a source of readers "which we will try to reach at some point."

El Diario has been in the forefront of the drive to institute bilingual education in New York's schools and to make voting and other government forms available in Spanish. The paper also fought to have Spanish speaking police assigned to Latino neighborhoods.

"There's a large number of Hispanic kids in the schools who can't read in English or Spanish. They are a long range problem we'll face down the road," Garcia observed. "Our readership is predominantly first generation and recently arrived immigrants who are products of educational systems elsewhere."

El Diario had dropped its anti-Castro stance before Garcia became editor. The policy change incurred the wrath of Omega 7, a terrorist group of exiles who claimed credit for two bombings last fall, of Cuba's Mission to the United Nations and the murder on November 25 of Eulalio Negrin, a politically moderate exile leader, in Union City New Jersey.

Omega 7 bombed the Manhattan office of *El Diario* "about 15 months ago,"

(Continued on page 50)

Supplement II to First Amendment Index

In its 1978-79 Term the Supreme Court of the United States decided six cases involving First Amendment issues of freedom of speech and freedom of the press. The following summaries of the decisions supplement the original compilation of 137 First Amendment Cases in *EDITOR & PUBLISHER* July 3, 1976 and Supplement I in *E&P* March 17, 1978.

Copies of a pamphlet containing the highlights of the First Amendment cases may be obtained from *E&P* at \$2 each. *E&P* for April 28, 1979 carried the text of the Court's opinions in the case of *Herbert v. Lando*, and *E&P* for July 14, 1979 carried the text of the opinions in the case of *Gannett v. DePasquale*.

The following compilation picks up from Supplement II:

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PRIVATE COMMUNICATION

*Givhan v. Western Line
Consolidated School District
439 U.S. 410*

Bessie Givhan was fired from her job as English teacher because she used "insulting, arrogant, loud and hostile" language in a private confrontation with the principal.

Justice Rehnquist wrote for the Court:

"Having opened his office door to the petitioner, the principal was hardly in a position to argue that he was the 'unwilling recipient' of her views . . . Neither the First Amendment nor our decisions indicate that this freedom (of speech) is lost to the public employee who arranges to communicate privately with his employer rather than to spread his views before the public. We decline to accept such a view of the First Amendment."

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COMMERCIAL SPEECH

*Friedman v. Rogers
440 U.S. 1*

Texas Optometry Act of 1969 barred the practice of optometry under an assumed trade or corporate name. The regulation was valid to protect the public from deception.

Justice Powell wrote for the Majority:

"There is a significant possibility that trade names will be used to mislead the public. The possibilities for deception are numerous . . . The use of a trade name facilitates the advertising essential to large-scale commercial practices—conduct the State rationally may wish to discourage . . . Texas has done no more than require that commercial information about optometrical services appear in such a form as is necessary to prevent its being deceptive."

Justice Blackmun wrote the dissent:

"The Rogers trade name serves a distinctly public interest . . . The citizen is more likely to pay attention to the head of a statewide organization whose repu-

tation is known than to an optometrist whose influence is obscurely perceived . . . A trade name will deceive only if it is used in a misleading context."

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EDITORIAL DECISION

*Herbert v. Lando
441 U.S.*

In a libel suit against CBS Inc. and others, former Army officer Anthony Herbert sought the right to examine defendants on the editorial process to establish evidence of knowing or reckless falsehood. The Court held the plaintiff entitled to this privilege.

Justice White wrote for the Majority:

"Creating a constitutional privilege foreclosing direct inquiry into the editorial process would not cure the (protection) problem for the press. Only complete immunity from liability from defamation would effect this result, and the Court has regularly found this to be an untenable construction of the First Amendment."

Justice Brennan dissented:

"There is in this case no direct government regulation of the editorial process. But it is clear that disclosure of the editorial process of the press will increase the likelihood of large damage judgments in libel actions, and will thereby discourage participants in that editorial process."

Justice Stewart dissents:

"As I understand the constitutional rule of *New York Times v. Sullivan*, inquiry into the broad editorial process is simply not relevant in a libel suit brought by a public figure against a publisher. And if such an inquiry is not relevant, it is not permissible."

Justice Marshall dissents:

"I believe that some constraints on pretrial discovery are essential to ensure that 'uninhibited and robust' debate on public issues . . . Here the concern is not simply that the ultimate product may be inhibited, but that the process itself will be chilled. Journalists cannot stop forming tentative hypotheses, but they can cease articulating them openly."

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PUBLIC FIGURE

*Wolston v. Reader's
Digest Association
441 U.S.*

Ilya Wolston, a naturalized citizen from Russia and a U.S. Army soldier, was identified in a book about Soviet Agents in the U.S. He had been convicted of contempt for refusing to testify before a Grand Jury, claiming illness. The Court held he was not a "public figure" in regard to a defamation action.

Justice Rehnquist wrote for the Court:

"The simple fact that these events (failure to respond to a subpoena and one-

year suspended sentence) attracted media attention is not conclusive of the public figure issue. A private individual is not automatically transformed into a public figure just by becoming involved in or associated with a matter that attracts public attention . . . Wolston did not in any way seek to arouse public sentiment in his favor or against the investigation."

We reject the contention that any person who engages in criminal conduct automatically becomes a public figure for purposes of comment on a limited range of issues relating to his conviction . . . To hold otherwise would create an 'open season' for all who sought to defame persons convicted of a crime."

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JUVENILE NAMES

*Smith v. Daily Mail Publishing Co.
441 U.S.*

A West Virginia statute (1976) made a crime for a newspaper to publish, without written approval of the Juvenile Court, the names of any youth charges as a juvenile offender. Held unconstitutional.

Chief Justice Burger wrote for the Court:

"The State's interest in protecting the identity of juveniles cannot justify the statute's imposition of criminal sanctions on this type of publication . . . Moreover, the statute's approach does not satisfy constitutional requirements. It does not restrict the electronic media or any form of publication except newspapers."

Justice Rehnquist commented:

"I think that a generally effective ban on publication that applied to all forms of mass communication, electronic and print media alike, would be constitutional."

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COURT ACCESS

*Gannett v. DePasquale
441 U.S.*

Reporters from Rochester newspapers were barred from a pretrial hearing in a murder case. The Court decided, mainly on the basis of the Sixth Amendment, that the defendant could waive his right to a public proceeding but made some comment on First Amendment issues.

Justice White wrote for the Majority:

"We hold that members of the public have no constitutional right to attend criminal trials . . . Once the danger of prejudice had dissipated, a transcript of the suppression hearing was made available. The press and the public had a full opportunity to scrutinize the suppression hearing."

Justice Powell concurred:

"The question for the trial court, in (Continued on page 19)

Golden Hammer awards won by 12 journalists

Don DeBat of the *Chicago Sun-Times* and Susan Quinn writing for *Boston Magazine* won first prizes in the 1979 Golden Hammer Awards journalism competition sponsored by the National Association of Home Builders.

Kenneth R. Harney won second place in the magazine category for an article in *Washingtonian*, and Charles E. Hutchcraft Jr. of the *Suburban Trib*, Hindsdale, Ill., and Jerome L. Obermark of the *Commercial Appeal*, Memphis, Tenn., tied for second in the newspaper category.

Four newspaper and three magazine journalists received honorable mentions.

The awards were presented by outgoing NAHB President Vondal S. Gravlee at the meeting of the board of directors of the 125,000-member trade association during its 36th annual convention/exposition in Las Vegas.

In addition to distinctive Golden Hammer trophies, first place winners each received \$1,000 cash prizes and second place winners \$500. Honorable mention winners received \$250 each.

The Golden Hammer Awards recognize excellence in journalism in the field of housing.

DeBat's winning three-part series, "Whatever Happened to Affordable Housing?", detailed how local government regulations obstructed builders who attempted to provide affordable middle-income homes. Excessive regulations, and needless delays in approving new building projects were cited as among local requirements which drive up new home costs as much as 25 percent in Chicago's suburbs.

Quinn's award-winning entry, "Inspecting the Home Inspectors," offered tips to consumers on hiring a house inspector. The writer called this the most important step in buying any home because some of the most costly defects—in roofing, heating and wet basements—may not be apparent to the buyer. She found that the quality of home inspectors varied widely.

The *Suburban Trib* series focused on the negative impact of local land and site development regulations on prospective lower-income, first-time home buyer. The *Commercial Appeal* article, which examined Memphis neighborhoods that have undergone rapid white-to-black ownership changes during the last 10 years, found that property values have held up and noted that racial stability is being achieved.

Harney's *Washingtonian* article, "Worth Its Weight in Gold," provided a comprehensive analysis of the advan-

tages and disadvantages of land investment as a hedge against inflation.

Honorable mention winners are Don G. Campbell, *Los Angeles Times*; Tim W. Ferguson, *Orange County* (Calif.) *Register*; Evelyn Richards, *Peninsula Times Tribune*, Palo Alto, Calif.; Kerri Demos, Phyllis Argent, Pete Rowe, Marlys Harris and Suzanne Seixas, *Money* magazine; and David Alpern, Mary Hager, Ron LaBrecque, Sylvester Monroe, James C. Jones and Deborah Witherspoon, *Newsweek* magazine.

Judges for the 1979 Golden Hammer Awards competition were John J. Curley, general manager of the Gannett News Service and chief of Gannett's Washington bureau; Daryl Moen, associate professor at the University of Missouri School of Journalism and managing editor of the daily *Columbia Missourian*; and John Fox Sullivan, publisher of the weekly *National Journal* magazine and vicepresident of Government of Research Corp.

Newsday's Kid pages win national award

Kidsday in Long Island *Newsday* has been cited by the Odyssey Institute as the best example of reporting for children by children in a newspaper.

The citation was one of several given in the Institute's third annual media awards competition for reporting the concerns of children in 1979.

Other first place winners were: *Rochester* (N.Y.) *Times-Union*, for articles on teen-age sex; *Buffalo Evening News*, for child abuse safeguards; *Los Angeles Times*, for "pulling the plug on the newborn"; *Christian Science Monitor*, for needy children; *Atlanta Constitution*, for basic teaching; *Dayton Daily News*, for series on fathers and children relationships; *Newsday*, for young drinkers; and *Fort Lauderdale Sun Sentinel*, for day care center "nightmare".

Master Reporters

The title of Master Reporter was conferred by the New England Society of Newspaper Editors on Kevin Wolfe, *Worcester* (Mass.) *Telegram*; and Ned Bristol, *Attleboro* (Mass.) *Sun Chronicle*.

Free paper sold

Nixon Newspapers Inc. of Wabash, Ind., has purchased the *Illiana Spirit*, a free publication based in Watseka, Ill., from Mr. and Mrs. Norman Kuhman. It has been published by the Kuhmans since 1966. No sale price was announced.

Basketball writers win story awards

Jim Cohen, assistant sports editor of the *Milwaukee Journal*, was named a winner for the second year in a row in the annual writing contests conducted by the Professional Basketball Writers' Association of America.

Tracy Dodds, also of the *Milwaukee Journal*, John Schulan of the *Chicago Sun-Times*, Paul Attner of the *Washington Post* and Derrick Jackson of Long Island's *Newsday* were the other winners in the third annual contest.

The contest was limited to members of the PBWAA and the winners were announced by PBWAA president Steve Hershey of the *Washington Star*. Each winner will receive \$250, except Cohen and Dodds, who will split that figure, and a personally inscribed portable typewriter, both contributed by the Phillips Petroleum Co. of Bartlesville, Okla., plus a plaque, courtesy of the PBWAA. The presentations will be made by former college and professional basketball star Bob Kurland, who now works for Phillips, during the NBA All-Star Game weekend festivities February 2-3 at Landover, Md.

Daily sale disclosed

Allbritton Communications Co. acquired Westmorland Journals, Inc., publishers of *Irwin* (Pa.) *Daily Standard-Observer*, a 5-day-a-week evening paper with a circulation of about 14,000 on June 29, 1979. The sale was reported to EDITOR & PUBLISHER this week by Hempstead & Co., Cherry Hill, N.J., which was the broker for the seller.

Supplement II

(Continued from page 19)

considering a motion to close a pretrial suppression hearing, is whether a fair trial for the defendant is likely to be jeopardized by publicity, if members of the press and public are present and free to report prejudicial evidence that will not be presented to the jury."

Justice Rehnquist concurs:

"This Court repeatedly has held that there is no First Amendment right of access in the public or the press of judicial or other governmental proceedings."

Justice Blackmun wrote for the *Minority*:

"This case involves no restraint upon publication or upon comment about information already in the possession of the public or the press. It involves an issue of access to a judicial proceeding. To the extent the Constitution protects a right of public access to the proceeding, the standards enunciated under the Sixth Amendment suffice to protect that right. I therefore need not reach the issue of First Amendment access."

EDITOR & PUBLISHER for January 26, 1980

Admen's view for 1980: optimism and caution

Advertising industry experts are looking forward to the 1980's as a decade of sustained industry growth which will get off to a slow start before the industry growth graph jumps clear off the chart. But the unbridled optimism exuded by many forecasters has been tainted with words of caution from others.

"Right now, the marketer can be certain of one thing. Uncertainty," says **Stanley Burkoff**, president of W.B. Doner and Company, the Michigan based advertising agency which handles accounts for, among others, American Brands, Lowe's Inc., McCormick and Company, General Mills, United Brands, Scott Paper and Pillsbury.

In December, 1979, Burkoff wrote, "He (the marketer) wonders how far down automobile sales will go. And what about unemployment? Can yet another OPEC increase be forecast? What about the political environment? Whose economic policy will we be following?," he asks, rhetorically. "Understandably," he muses, "he (the marketer) finds it hard to forecast."

Following are a few of a multitude of forecasts delivered at various conferences over the past several months.

Robert Coen, senior vicepresident for McCann Erickson, is projecting an 11% growth in total advertising expenditures in 1980 to \$55.1 billion. By 1990, he thinks, that figure will top \$135 billion. In 1980, Coen expects a 13% rise in national broadcast expenditures, a 10% hike in expenditures for national print, and an 11% jump in expenditures for all other national media. He projects an 11.4% rise in total national advertising expenditures to \$30.1 billion and a 10.4% rise in local spending to \$24.9 billion.

In a recently published article, Coen writes, "The advertising industry is closing the decade of the '70s on a strong upward trend, and the long range outlook for the '80s is good . . . The industry may not experience an exceptional boom in 1980, but relative to the floundering economy, it will probably turn out to be a fair year at least."

Coen's long-range outlook is "quite good," in his own words. He anticipates real economic growth during the next decade and a rise in the number of people working.

Wilson Wearn, president and chief executive officer of Multimedia Inc., recently disclosed the results of in-depth interviews conducted by a consulting firm among marketing and advertising executives from the top 100 national advertisers. The study, conducted jointly by Multimedia and the Katz Agency, found that all the executives interviewed

believe that the U.S. economy is experiencing a recession. But according to Wearn, "A key finding of our study is that economic conditions for 1980 do not parallel the business downturn experienced in 1974-75. Those interviewed were consistent in characterizing the recession as "mild," explained Wearn.

He continued, "An executive responsible for overall media spending by a major package goods company summed up the generally-expressed view that the anticipated recession will not significantly impact advertising expenditures. 'Despite the recession,' he said, 'there will be very little change in my advertising plans for 1980. The advertising budget has already been set, and a large portion of that budget has already been committed to various media,'" Wearn recounted.

Newspaper advertising revenues, according to **Merrill Lynch Pierce Fenner & Smith Inc.**, should increase by slightly more than 6% in 1980 and by almost 12% in 1981. The investment firm expects a 13% to 14% downturn in classified advertising over the last three quarters of 1980, but projects that rate increases will allow for stable growth. The firm predicts a slowdown in national newspaper advertising during most of the year while retail advertising is projected to grow 7%.

In 1981, Merrill Lynch projects a 10% gain in national advertising revenues; a 14% gain in classified revenues; and an 11% gain in retail revenues.

Mike Drexler, senior vicepresident in charge of media for Doyle Dane Bernbach, sees the '80s in color. Speaking before Paine Webber Mitchell Hutchins Inc. seventh annual "Outlook for the Media Conference" in December, Drexler stated.

"In the area of newspapers, we already see vast improvements in printing processes, and the further change-over to offset printing will increase the opportunity for good quality color reproduction for editorial and advertising purposes. Looking further down the road, newspaper color will be the next major breakthrough for advertisers, albeit sporadically, and this will renew interest in newspapers on behalf of national advertisers," he said.

"I believe that electronically transmitted editorial and advertising copy and increased speed of transmission will also become commonplace in the next several years," projected Drexler, "and audience measurements in the newspaper medium will also become more sophisticated with more wide-spread interest on the part of newspaper publishers in order to gain additional revenue for national

advertisers. This will also permit newspapers to compete more effectively with other local and regional media opportunities."

Drexler continued, "The central city papers will compete more vigorously with suburban papers as populations shift, and the concept of zoned marketing will work to the advantage of the newspaper medium."

"Along these same lines, I predict the further development of special interest sections in newspapers which cater to the homogeneous interests of the population by virtue of where and how they live. The opportunity for advertisers to customize copy and media to an even greater extent will be another positive step for the newspaper industry."

"Another trend which will continue is the use of pre-printed inserts in newspapers for advertising promotion and couponing. With the installation of high speed stuffing machines, newspapers are already being used as an alternative to direct mail, with advertiser supplied pre-prints in high-fidelity color."

Edward T. Parmelee, president of Knight-Ridder Newspaper Sales Inc., sees a minimum of 10% revenue growth for the newspaper industry in 1980, barring a severe economic downturn. He predicts a 9.5% growth rate for retail; 10% for classified; and 11% for national. He attributes these figures to four developments he expects in 1980: a rise in national rates of some 9%; a growing number of newspapers dropping the 2% discount; growing awareness of Newspaper among non or light newspaper advertisers; and the one-year advantages of national rate political advertising and Olympic lineage.

The Newspaper Advertising Bureau has predicted that cooperative advertising will surge in the 1980's and provide a major revenue builder for newspapers which actively seek co-op dollars. Frank Hennessey, the bureau's vicepresident for co-op advertising sales, has predicted that co-op spending in newspapers, which tripled over the last decade, will double in the '80s.

Mark Arnold, Gannett's vicepresident/advertising, recently delivered a 12-point forecast for the 80's, but not before noting that "he who lives by the crystal ball soon learns to eat ground glass."

As Arnold sees it, newspaper advertising will continue to lead growth in the Gross National Product, just as it has done over the past 33 years. He believes newspapers will continue to be America's number one advertising medium, because, in his words, "newspaper advertising is the greatest mover of minds and merchandise known to man."

Preprinted supplements will continue to play a major role in newspaper advertising. Since 1960, according to Arnold,

(Continued on page 20)



Social Security cites columnist

Wendell H. Coltin, Social Security/Medicare columnist for the *Boston Herald American*, was awarded the Social Security Administration's highest award in a presentation in Boston last week.

The Social Security Commissioner's Award, rarely given outside the agency, was presented to Coltin in appreciation of his "dedicated work in making citizens of New England better informed about Social Security and Medicare."

Coltin's column is the longest-running column of its kind in the country, having begun in 1965, 11 months before the start of the Medicare program.

A coupon originated by Coltin, in

AWARD—The Social Security Administration's highest award was presented to *Boston Herald American* columnist, Wendell H. Coltin. Regional Social Security Commissioner, Robert Green, presents citation to Coltin (center) as *Herald American* publisher, James T. Dorris (right) looks on.

cooperation with Social Security Officials, enabled more than 40,000 persons to enroll in Medicare, saving them a visit to Social Security offices to be enrolled. The coupon was credited with saving the government thousands of man hours, while facilitating enrollments for persons not then receiving Social Security benefits. Hundreds who submitted the *Herald Medicare Enrollment Assistance Coupons* discovered, to their surprise, that they were eligible for cash benefits under recent changes in the Medicare Laws.

Court, justice stories earn Bar recognition

Reporters who looked into courts run by part-time judges, examined the parole system, studied the administration of justice in small towns, and focussed on plea bargaining won special recognition from the New York State Bar Association in its 1979 Media Awards competition.

Cash prizes of \$250 went to the following: Mark Spang, *Jamestown Post-Journal*; Eric Freedman, *Albany Knickerbocker News*; staff of the *White Plains Reporter-Dispatch*; and Mark Miller, *Binghamton Sun Bulletin*.

In the national category the top prize was given to Stewart M. Powell, *U.S. News & World Report*, for an article about judges who make the punishment fit the crime.

Menard prison paper 'best' for sixth year

For the sixth time in 15 years *Menard Time*, published at the Menard (Ill.) Correctional Center, has been judged the best prison newspaper. It was among the 1,219 entries of various publications in the 1979 American Penal Press Contest sponsored by Southern Illinois University-Carbondale's School of Journalism.

The Charles C. Clayton Award, honoring the St. Louis editor who established the first college-level J-course inside a prison, was won by the staff of *FYSK Magazine*, Virginia State Penitentiary Richmond.

A citation for general excellence went to South Dakota State Penitentiary *Messenger* in the magazine category.

PR execs promoted

William A. Blodgett, former sports editor for *Atlanta Constitution* and *Tampa Times*, was elected vice-president-corporate communications at Gulf & Western Industries Inc. Jerry Sherman, onetime reporter for *Journal of Commerce*, was elected assistant vice-president-director of public relations.

Admen's view

(Continued from page 19)

the number of individual preprinted supplements carried by newspapers grew from one billion to 31.5 billion (projected for 1980.)

Arnold also sees a greater role for color in newspaper advertising over the next decade. "Color is an excellent way to maximize the revenue from each ton of newsprint," says Arnold, "and you can see why advertisers will want more color—it increases readership by 70%, it increases retention of the message substantially, and it increases sales at the cash register by an average of 64% (according to a Gannett study.)"

Arnold's fifth prediction is that newspapers will provide more help in the creative services area. Soaring newsprint prices and the need to help advertisers make every dollar work harder to sell more will assure the expansion of creative services.

Arnold believes classified advertising will continue to grow in importance during the next decade, "despite electronic information systems coming into the home," he says.

The marketing approach to selling will play a dominant role in the '80s, he says. "What is really involved," says Arnold, "is selling the way the customer wants to buy, not the way we want to sell. There are encouraging examples of this market oriented approach," he continues, "such as the newspaper where the editors regularly meet with the circulation department to review the reasons behind stops." He adds, "That's marketing, all departments working together to give the customer—both reader and advertiser—what he wants." Arnold also predicts that geographically zoned editions will become more common as market segmentation continues to grow. Along those same lines, Arnold sees development of demographic editions as a necessity. Target market coverage will provide advertisers with the ability to pinpoint consumers.

Finally, Arnold sees the '80s as a decade of opportunity for women and minorities in the newspaper business. Pointing out that total industry employment jumped 9.5% to 406,000 during the '70s, Arnold says opportunities for women increased from 99,000 in 1971 to 142,000 in 1979, a gain of 43.7%.

EDITOR & PUBLISHER for January 26, 1980

We signed up 38 new subscribers in 1979...

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NEWS SERVICE

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Gas rationing plan proposed by ANPA

Any federal gasoline rationing plan should give "priority recognition" to newspapers, the Department of Energy was told (January 9) by ANPA General Manager Jerry W. Friedheim, speaking for both ANPA and the International Circulation Managers Association.

"Newspapers cannot reach the public without gasoline," Friedheim said, pointing out that any energy plan "has a responsibility to maintain the fabric of freedom in America." He went on: "This nation's founding fathers recognized that defense of individual freedoms in our society rests on the capability for public communications unfettered by government action."

"Where government regulations on business do not affect newspaper content, newspapers traditionally have not been exempted from those business regulations. However, an energy plan which fails to recognize the importance to our society of news gathering and newspaper distribution might easily result as governmental censorship."

Friedheim quoted an ICMA estimate that "some 90,000 vehicles travel more than 30 million miles each week to deliver the nation's 61.9 million daily and Sunday newspapers."

"Newspapers long have been aware of the need for more efficient use of all energy resources. Since the 1973-74 gasoline shortage, newspapers have pared motor delivery routes and taken other conservation steps so that today consumption represents a highly efficient use of gasoline. Two hundred newspapers, responding to a survey of the ICMA conducted last year, reported they had saved more than 1,145,000 gallons of gasoline annually since 1974. This results from a wide variety of efforts including consolidation of motor routes, use of lighter vehicles and improved maintenance and tune-up frequencies."

Friedheim emphasized that, in an emergency, the government cannot afford to rely on distribution of its information by broadcast media, insofar as they can only transmit highlights. "The public turns to newspapers to learn complex details and to learn 'why,'" he said.

Friedheim proposed that newspapers should be included in the definition of "emergency services", which already recognize the importance of communications through the inclusion of the U.S. Postal Service and "telecommunications services".

It was pointed out that "the essential public information role of newspapers should be recognized in a rationing plan prior to implementation." Probably the greatest services newspapers might pro-

vide during an emergency will be during the early days and weeks of crisis—the same time when newspapers otherwise might be preparing applications for supplemental allotments while circulators are lopping off substantial reader segments due to insufficient gasoline supplies."

Friedheim reminded the hearing that, although a newspaper priority was not included in the gasoline plan submitted to Congress last March, the Senate Committee on Energy and Natural Resources, in recommending approval of the plan, said it was "impressed with the need for recognition of several classes including "newspaper systems."

"Under the law governing procedure of congressional review of the plan," Friedheim said, "Congress was prohibited from amending the plan . . . The Department of Energy has an obligation, therefore, to address this question squarely at this time."

Precedents for recognizing newspapers in emergency programs were then pointed out. These included the fact that most of the states instituting emergency conservation orders during the electrical shortage of the winter of 1976-77 made provisions to assure that newspapers could continue to serve readers.

"When Massachusetts encountered snow emergency conditions during that same winter," Friedheim said, "and banned vehicles from the roads, the state's governor recognized the important role of the press in an emergency and granted an exception to reporters' cars and newspaper delivery vehicles. The U.S. Postal Service included newspapers among essential mail to be delivered during the postal strike in 1970 and in its strike contingency plans in 1978."

Recalling that the only time gasoline has actually been rationed in this country was in World War II, Friedheim reminded the hearing that "the essential role of newspapers was recognized by our government on that occasion."

Summing up, Friedheim said:

"ANPA and ICMA stress that the most important element of any energy plan is public cooperation based on broad, public understanding of not only the details of the plan but the reasons for it. If this is to be achieved, then the plan must not impair the gathering and distribution of news by a free press in a free society. . .

"ANPA and ICMA believe that a priority for newspapers is more vital to the public than a number of categories recognized in the proposed plan—including construction vehicles and taxicabs!"

\$2 million grant

The New York Hospital-Cornell Medical Center has announced two grants, totaling \$2,033,423 from the William Randolph Hearst Foundation.

Corporate promotion manager for Gannett

Sue A. Hommel, manager of the Gannett Newspaper Advertising Sales office in Dallas, will join the Gannett corporate communications staff in Washington as director of corporate promotion.

Succeeding Hommel in Dallas will be Laurence E. Burlingame from the Atlanta office of GNAS. His promotion was announced by GNAS president William V. Shannon.

Hommel, 38, will fill a new role of coordinating corporate advertising and other promotion by Gannett in national and special media, and within its own advertising services. She will report to Walter Wurfel, vicepresident/corporate communications.

Before opening the new GNAS Dallas office in 1977, Hommel sold advertising for newspapers in conjunction with *Southern Living* magazine promotions in 10 southern markets. She previously was program manager for *Progressive Farmer* and before that worked for J.C. Penney Co. in Dallas and Memphis.

While directing the national sales effort for Gannett in Texas, Oklahoma, Louisiana and Arkansas, Hommel also organized the Gannett Festival of Foods marketing program.

Burlingame, 32, moved to Atlanta in mid-1979 from Syracuse, N.Y., where he was account executive for GNAS in its upstate New York territory. Before that he was with the *Utica*, (N.Y.) *Daily Press* and *Observer-Dispatch*, where he advanced from classified salesman to assistant retail advertising manager.

Hommel and Burlingame will begin their new duties on February 4.

H&R Block account to leave BBDO

Batten, Barton, Durstine & Osborn, Inc. said it is resigning the H&R account, which had been with the agency since 1972. BBDO president Bruce Crawford said the agency's action stems from problems in the area of compensation. BBDO had been receiving an annual fee for creative services. Block's in-house unit handled the media buying for the income-tax service company.

Engine converted to run on propane

Galveston (Tex.) *Daily News* has converted a truck engine to run on propane, alcohol or gasoline. The conversion to use three fuels, which costs about \$2,000, will allow the 1976 Chevrolet pick-up truck to use the less-expensive propane, which sells about 62¢ per gallon. However, it gets about one to two less miles per gallon.

THE SCIENTOLOGY STORY



EUGENE PATTERSON
editor and president,
St. Petersburg Times

BETTE ORSINI
reporter,
St. Petersburg Times

ANDREW BARNES
managing editor,
St. Petersburg Times

NELSON POYNTER
chairman of the board,
St. Petersburg Times

Press Becomes Target in its Search for Truth

The St. Petersburg Times was at the top of the "enemies" list of the Church of Scientology. The church was working furtively to capture a community but the newspaper wouldn't be quieted.

So the cult drew a bead on reporter Bette Orsini, editor Eugene Patterson, managing editor Andrew Barnes and the late Nelson Poynter, then chairman of the board.

In one attempt to "restrain" Orsini, anonymous charges were made to various newspapers that her husband, executive director of the local Easter Seal Society, had fraudulently mismanaged the charity. The allegations were unfounded. The Times tracked them back to a Scientologist.

An elaborate scheme was drawn to discredit Patterson in Poynter's eyes.

Libel suits were threatened. Burglaries were committed, Times attorneys' files stolen.

But Orsini and The Times stayed on the story, keeping Times readers informed about what the Church of Scientology was and what the cult was doing at one of its world headquarters in Pinellas County, Florida. Legal costs to The Times exceeded \$86,000.

In December, nine of the church's leaders were convicted in Washington, D.C., on federal charges of plotting to infiltrate

U.S. government agencies and steal government documents. Scientology files released following the trial confirmed the investigations of Times reporters and revealed for the first time the full scope of Scientologists' plans to silence The Times and take control of Clearwater, the Pinellas County Seat. They show that church officials conceived and carried out plots to infiltrate, spy on, intimidate and discredit news media, political leaders, even local police departments. They framed the mayor of Clearwater, who resigned. They never got a muzzle on The Times.

"A newspaper has a particular duty to resist intimidation and inform citizens fully of what is going on," Patterson wrote of the newspaper's four-year struggle to tell the facts. In December, a 14-part Times series told Floridians this whole appalling story from beginning to end.

The secretive cult is still part of the community. But a community that has the facts cannot be a target for terrorism again.

St. Petersburg Times
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Booth's training programs have all been pretested and rated "outstanding" by one or more pilot groups of newspaper personnel before being offered publicly. Workshop group sizes are kept small (typically 12 or less) and individual participants receive personal attention on their own unique interests and concerns.

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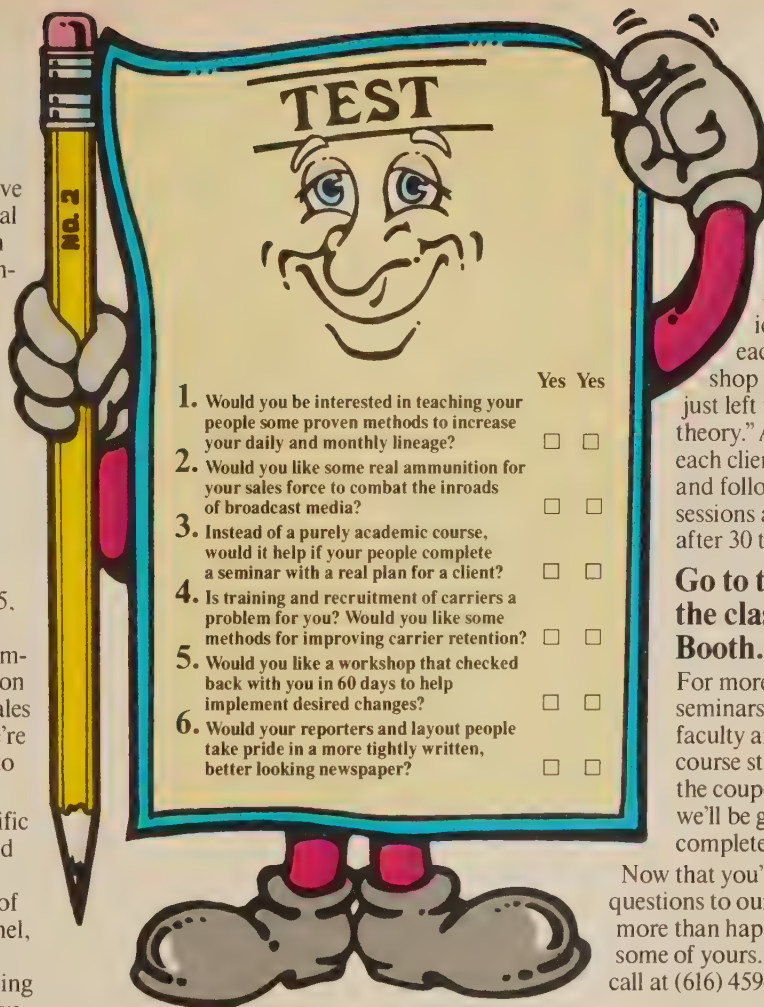
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Closed pretrials attempts fail

The press has successfully opposed the first "post-Gannett" attempts to close pretrial proceedings in Missouri and Kansas.

A state judge in Marion, Kansas denied a motion to close a pretrial "suppression" hearing under the authority of *Gannett vs. DePasquale*, a recent U.S. Supreme Court decision relied upon by some judges to conduct pretrial hearings in secret.

Timothy Newfield has been charged with first-degree murder and kidnapping in the July 29, 1979 shotgun slaying of Grant Avery, an employee of the Peabody State Bank.

Newfield's attorney, Roger Unruh, moved to exclude the public from a pretrial hearing on a motion to make certain evidence inadmissible. The evidence included an alleged confession by Newfield.

Unruh submitted as evidence 93 newspaper articles he said dealt with the case. He argued that although much of the evidence in the case already has been made public, further publicity could jeopardize his client's right to a fair trial.

The exclusion motion was opposed by Marion County Attorney John Johnson;

Kansas City Times and Star; *Wichita Eagle & Beacon*; *Salina Journal*; *Marion County Record*; and *American Civil Liberties Union*.

Johnson agreed to an earlier motion by the defendant to move the trial to another county in light of what he conceded to be extensive publicity given the case. But he argued that transfer of the trial made it unnecessary to exclude the public from pretrial proceedings.

Attorneys representing newspapers opposing the motion argued that closure of the court should be used only as a last resort upon the meeting of some special standards.

Associate District Judge George F. Scott denied the motion, noting "The defendant has not demonstrated the publicity to be so pervasive as to endanger his right to a fair trial in other parts of the state."

In Missouri, the Supreme Court ruled January 7 that the public must be allowed to attend a preliminary hearing in a St. Charles County murder case.

The court refused to overrule a lower court judge who had said that although hearings could be closed when certain conditions might endanger a defendant's right to a fair trial, the St. Charles case did not meet those conditions.

The accused, twenty-year-old Patrick E. Trimble, is charged with strangling a

fellow inmate November 12 in the St. Charles County Jail. Associate Circuit Judge William T. Lohmar of St. Charles County closed part of Trimble's preliminary hearing on December 6 at the request of Trimble's attorney.

The case represented the first time in Missouri that any part of a pretrial hearing had been closed to the public. The *St. Louis Globe-Democrat* and the *St. Louis Post-Dispatch* challenged Lohmar's action and the rest of the hearing was delayed to await a hearing on the newspapers' objections.

Circuit Judge Frank Conley was appointed by the Supreme Court to hear the objections. His decision ordered Lohmar to release transcripts of the closed part of the hearing and held that the rest of the proceeding must be open to the public. The defendant asked the Supreme Court to prohibit Conley from enforcing his order but the Court refused to do so. The decision, however, set no standards for the determination of future cases and thus left open the possibility that future pretrial hearings could be conducted behind closed doors.

Since the attempted closing of the St. Charles hearing, one other hearing in Missouri—also a preliminary hearing in a murder case—has been closed. The case occurred in Oregon, Missouri, and the *St. Joseph News-Press and Gazette* has asked the court to release a transcript to the public. The court has taken the request under advisement.

Brochure has job tips for minorities

Grants from the *Washington Post* and the Knight Foundation were awarded to the Florida A&M University Department of Journalism to reprint its 1979 booklet "Newspaper Journalism . . . for Minorities."

To give the publication broader distribution, the ANPA Foundation and the Newspaper Fund are including the booklet in special mailings. Single copies are available without charge from the journalism department, and multiple copies may be ordered for 50¢ each.

The booklet, originally issued last fall, was written by FAMU journalism chairman Robert M. Ruggles. Initial funding came from Florida newspapers and the W. K. Kellogg Foundation.

Co-sponsors of the publication with FAMU and the Kellogg Foundation were the New York Times Affiliated Newspaper Group, the Times Publishing Company (*St. Petersburg Times* and *Evening Independent*), the *Daytona Beach News-Journal*, Cape Publications (including *Cocoa Today*), *Tallahassee Democrat*, *Palm Beach Newspapers* (*Palm Beach Post* and *Palm Beach Times*), and the *Florida Times-Union* and *Jacksonville Journal*.

EDITOR & PUBLISHER for January 26, 1980

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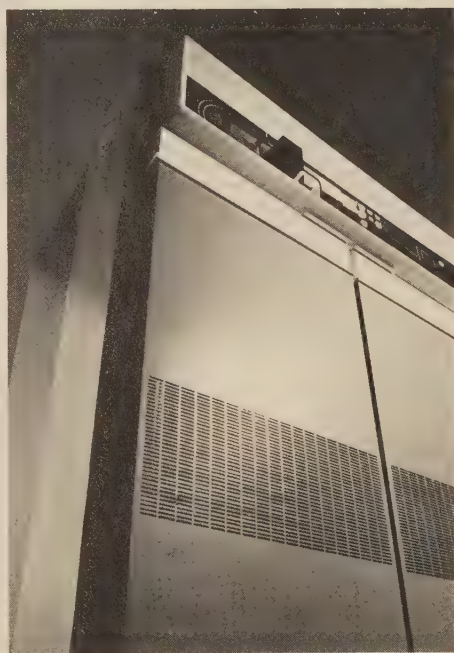
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HOLDING SYMBOLS of their selection to occupy the Women in Communications, Inc., New York Chapter's new Professional Chairs are: From left, Dr. Dorothy Gregg, Celanese Corporation; Charlotte Curtis, *New York Times*; Lenore Hershey, *Ladies Home Journal*.

7 women named to WICI's chairs of achievement

In a move to focus attention on top women in communications, the New York Chapter of Women in Communications, Inc., has established its first panel of professional women to serve in an advisory capacity to the organization.

The newly established "chairs" are held by top achievers from advertising, book publishing, broadcasting, newspapers, magazines and public relations.

They include: Rena Bartos, senior vicepresident, J. Walter Thompson Company, advertising; Esther Margolis, senior vicepresident, Bantam Books (who will form her own publishing company following a February 1 resignation); Charlotte Curtis, associate editor, *New York Times*; Ellen Sulzberger Straus, president and general manager, WMCA (AM), Straus Communications, broadcasting; Lenore Hershey, editor in chief, *Ladies Home Journal*, magazines; Dr. Dorothy Gregg, corporate vicepresident, communications, Celanese Corporation, public relations.

The women were named by a committee headed by WIC president-elect, Mary Jane O'Neill, director of public relations, The Lighthouse, New York Association for the Blind.

Nancy Tschirhart, Benton & Bowles vicepresident, account supervisor, and WIC president, said the women named have achieved signal success in their fields and will serve in advisory capacity to the association and as role models for younger women in communications.

The panel's first project was a breakfast seminar January 9, in the Time-Life

Auditorium as scene-setting for the coming opportunities for women in the 80s.

Marlene Sanders, CBS News correspondent/producer, as moderator, asked Charlotte Curtis about how she viewed the claim that women prefer creativity to management roles.

Curtis commented that the jobs of reporting and writing are as "tough as any management job." Suggesting that the problem of being a creative person keeps both men and women out of top management, Curtis added, "what is it that keeps women out of top management. It would seem to me that despite affirmative action, consciousness raising, law suits and all women's liberation movements we are still invisible. Men don't see us. That's why we are not in management."

To the interjection, "Why don't they see us?", Curtis added, "Well, I don't think they see us, in part, because of the built-in prejudice against us. I am not a militant by any means, but I am very conscious for many of my friends in college and the talent that is there, that is simply not seen." With men in groups, she added, it's as though they all talk sports and we didn't. "They just do not see us."

A good part of the panel included comment that rising to the top means commitment to the job, "tremendous drudgery" in addition to the glamor (Straus), and heavy decisions about personal and career life.

Lenore Hershey declared, that how women are involved with their personal lives is quite different from that of men. "The people on the platform have coped but it has taken a price."

Hershey added that she was optimistic that "you can have it all but there is a price." "We all know, she added, "the

real core problem is a combination of personal and career life."

Curtis commented, "I want to be a heretic. I am one of those people who have paid no prices whatsoever . . . I really didn't care whether I had children or not. Nor did I really care whether I was married or not. My passion in life was the newspaper business which I put above all else. While it is true I had little private life as compared to many women it was no price at all for me. I think there are others of you out there who are like me. I don't think I am alone."

"But I think to get to the top I couldn't have had children and a family. My sister did it. I could not do it. I simply would not have the strength to do it. And what I am saying here is I don't think you ought to be ashamed if you really love your job."

Columnist robbed in Washington

Columnist and commentator James J. Kilpatrick was robbed at midday (January 11) outside the *Washington Star* building, where he had gone to deliver the regular column he writes for the *Washington Star* and Universal Press Syndicate.

Though not harmed, he told police later he thought the two robbers had a gun.

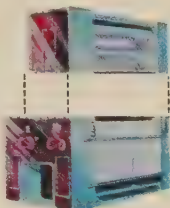
Kilpatrick said he was getting out of his car when two teen-age boys pushed a hard object against his chest, shoved him back into the automobile, and told him, "Give it to me! Give it to me!"

Kilpatrick, who is 59, surrendered his watch, checkbook, wallet containing \$30 to \$40, credit cards and his White House press pass.

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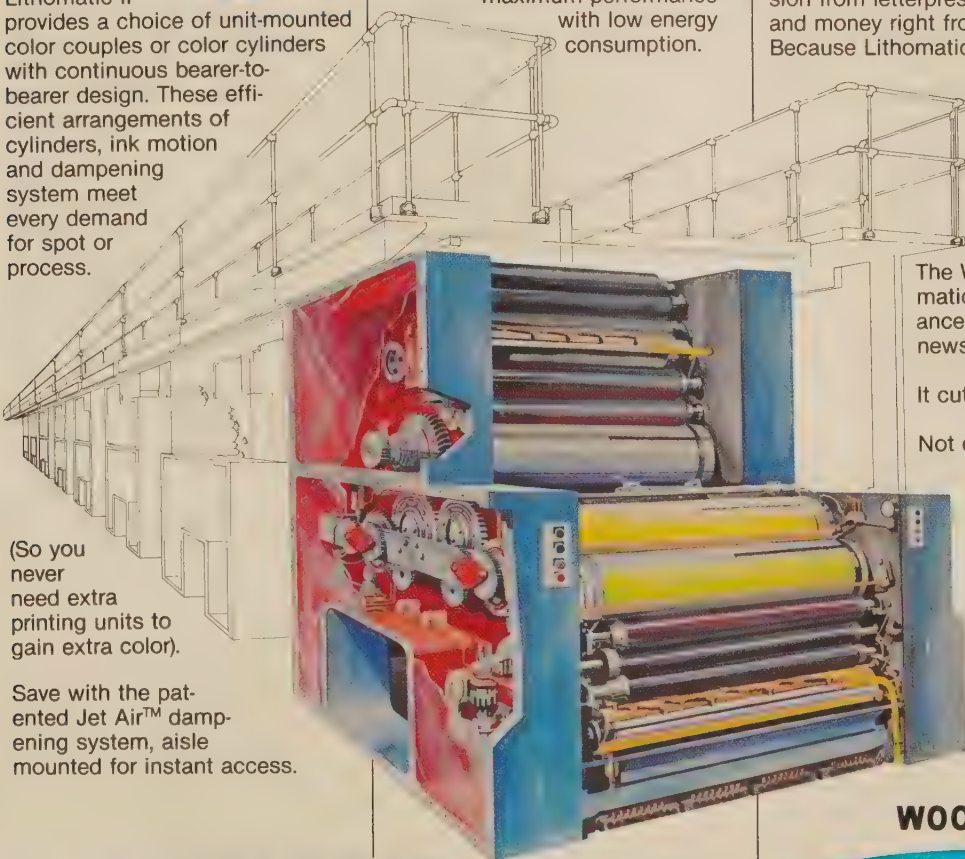


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Terminals to expedite Olympic news coverage

If the XIII Winter Olympic Games open on February 12, the *Plattsburgh* (N.Y.) *Press-Republican*, located 50 miles from Lake Placid, will be ready.

Plattsburgh reporters will concentrate on the behind-the-scenes stories.

Should roads close from a blizzard or a mishap occur at Lake Placid's tiny airport, *Press-Republican* bureaus in the town and in nearby Saranac Lake are prepared to move the news.

The mover will be Compugraphic MDT 350 terminals, which transmit a bureau's stories in seconds. On a typical day Saranac Lake relays copy stored on mini disks to Plattsburgh via land line in less than a minute. Lake Placid, not yet equipped with a 350 System, files copy from Saranac Lake, six miles away.

"We've got out battle plan for Olympic coverage," asserts James Dynko, editor of the *Press-Republican*.

Publisher Benjamin M. Turnbull agrees and adds: "As a newspaper, we are as concerned about how the Olympics will impact on the area as we are in the competitions."

"It's the aftereffects—what the event means to the area and how these very expensive new facilities will be used—which are important to our readers. We think it could be very significant."

According to Grady's appraisal, "The 350s are excellent terminals for getting stories from one point to another. We used to rely on our delivery trucks to bring in materials from five bureaus, which meant a day's delay in getting the news in the paper. Now, for the price of a long distance call, we get this copy as soon as it's written."

Cathy Senecal performs bureau editing

at Plattsburgh, a job which she insists has improved since installation of the MDTs. Working at her terminal, she comments, "One way of telling you what the system means is that previously I'd still be working on pages at 9 p.m. Editing and head writing now takes about an hour and I'm frequently finished at 6 p.m."

"Once the copy is keyboarded at the bureau no further key boarding is needed. I think the writing is better, fewer mistakes are made, and keyboard skills improve on the terminal."

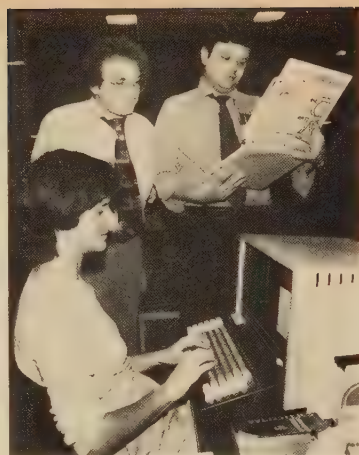
The paper publishes three editions covering the area, including a Sara-Placid edition for 1,000 readers.

"We'll be the first paper on the streets of Lake Placid," says Dynko. "Copies will arrive there about 2 a.m. and will include a special 12-page tabloid on each day of competition listing results and fresh news."

"Security will be very tight and driving restricted in the immediate Olympic area. Extra state police, the FBI, and units of the Army will control movement and special credentials will be necessary. Our Sara-Placid bureau people will be accredited for driving, but staffers coming into Lake Placid each day from Plattsburgh must use the park-and-ride system."

The Olympic scene has been a major subject in the *Press-Republican* since it was proposed. The controversy, problems, finances, overruns, building, etc., have been fully documented.

In late January the paper will publish an Olympic souvenir edition. According to the editors, content will include the complete schedule of events, where to

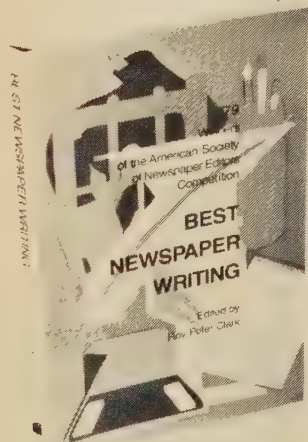


RECEIVING terminal of Compugraphic MDT 350 system at Plattsburgh *Press-Republican* where Cathy Senecal edits bureau news on terminal screen before typesetting. Editor Jim Dynko (left) and managing editor Bob Grady observe operation.

eat, what routes to take, how to dress, and what motels are available. There also will be profiles of key Olympic people, stories on some of the competing stars, and material about local participants. Extra distribution of the special issue is planned.

Brethern section

A 56-page excerpt of "The Brethern: Inside the Supreme Court," by Bob Woodward and Scott Armstrong was published January 6 by the *Valley News* in Van Nuys, California. The "Brethern" booklet was inserted in all editions of the newspaper sold from newsracks and delivered to paid subscribers.



1979 BEST NEWSPAPER WRITING

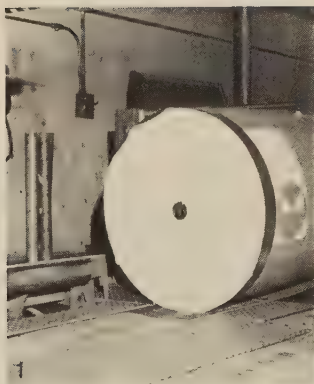
Here is a collection of contemporary writing filled with fire and wisdom and human understanding.

1979 Best Newspaper Writing is a book for lovers . . . lovers of newspapers and lovers of the language. It proves that some of America's most gifted craftsmen are writing for daily newspapers. This volume collects the work of four talented journalists, winners of the first writing awards presented by the prestigious American Society of Newspaper Editors. The editor of the book, Roy Peter Clark, comments on the writing and interviews each writer. The stories are varied in style and content. Subjects range from war in the Middle East, a great snowstorm in New England, and the suicide of a genteel old man, to an airplane crash in shark-inhabited waters.

Modern Media Institute
556 Central Avenue, Dept. B
St. Petersburg, Florida 33701

- January 1980, 176 pp. 6 x 9 1/4
- \$3.95 ppb.
- 1-5 copies add \$1/book
- More than 5 add \$.50/book
- 4% Fla. sales tax, if applicable
- Sorry, no discounts

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THEM, PUSH THEM,
TURN THEM AROUND,
AND STRIP THEM...
BEFORE THEY
START REELING!



1 Conveyor from storage,
Roll Kicker



2



3 Turntables in press area
4 Automatic Tow-Line System
5 Track to Transfer Tables

Sure we've got the track and dollies, if that's what your roll handling takes. But when the going gets tougher—when production calls for more rolls in less time—we've got exactly what you need, too. Systemized roll handling, to the degree of automation you require. No more, or less. Let's talk it over.



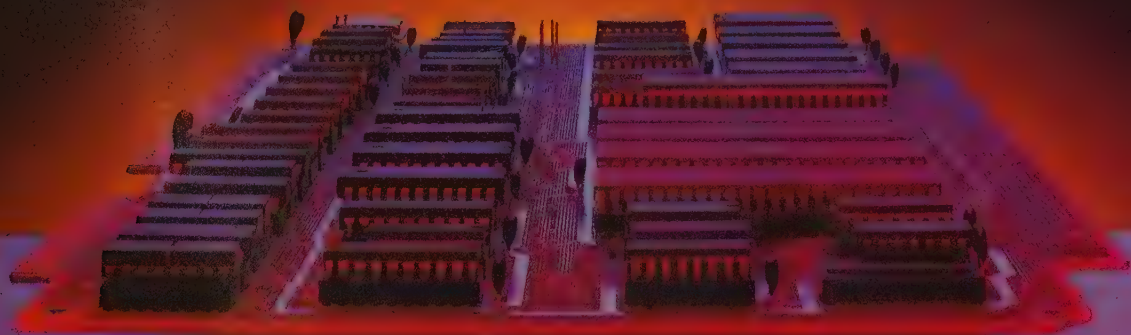
NOLAN INDUSTRIES INC.

NOLAN-JAMPOL INC.
ROME, NEW YORK

NOLAN SYSTEMS INC.
DENVER, COLORADO

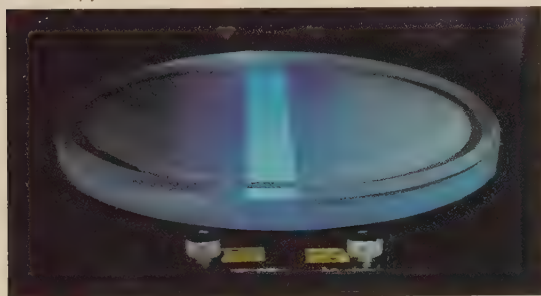
NOLAN INDUSTRIES INTERNATIONAL B.V.
ROTTERDAM, HOLLAND AND BEDFORD, ENGLAND

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The APS-Micro 5 finally puts Autologic technology within the reach of firms that don't require the full capabilities of our famous APS-5, the industry's leading digital CRT typesetter.



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The APS-Micro 5 is over 15 times faster than a photomechanical typesetter—with unexcelled reliability. The reason? Autologic's advanced technology replaces moving parts with electronic circuitry.

Your entire font library is digitized and stored "on-line" as computer information, instantly available in any size. No fonts on film to get damaged or lost. No time spent changing grids. No rotating drums to slow you down.

In digital CRT typesetting, lines of type are exposed onto the media from a cathode ray tube ("CRT"), within the typesetter. (Photo above).

EASY TO GET ALONG WITH

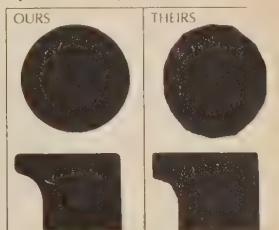
If you can operate a copier, you can operate this typesetter. Sophisticated engineering has made the APS-Micro 5 simple and dependable. It takes all types of input: mag tape, paper tape, or on-line to any front end system. VIP and Pacesetter emulators are available so you won't need to retrain your people. Modular electronic circuitry virtually eliminates downtime.

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NEWSPAPER PRODUCTION CONFERENCE—BOOTH C

Newspeople in the news



Rech



J. Roberts

JOHN M. ROBERTS, co-publisher, *Victoria* (Tex.) *Advocate*, was named president and publisher, succeeding his father, **MORRIS ROBERTS**, who steps up to be board chairman. The elder Roberts had been president, editor, and publisher for 35 years. **JAMES W. RECH**, executive editor, was named vicepresident and editor.

STEPHAN W. SULLIVAN, advertising director, *Corpus Christi* (Tex.) *Caller-Times*, was appointed marketing director. **GEORGE MAGEL**, city circulation manager, was named circulation manager.

JAMES D. HITCHMAN, production manager, *Wall Street Journal* printing plant at Tacoma, Wash., will become assistant to the vicepresident of production for *Ottaway Newspapers, Inc.*, effective February 1.

EMMERT H. DOSE, feature and religious writer, *Racine* (Wisc.) *Journal Times*, and **NORMAN T. MONSON**, opinion page editor, have traded positions.

HEATHER VENART BORJES, research project assistant, *New York Times'* Media Services Dept., was promoted to Marketing Research Project Supervisor.

MAX HEATH, 33, editor of the *Tell City* (Ind.) *News* and general manager of News Publishing Co., Tell City, was named executive editor of Landmark Community Newspapers, Inc.

JOSEPH DEMETOR, sales representative, *Wall Street Journal*, was appointed sales rep in Dallas, succeeding **KENDALL BAGGE**, who was named southern ad manager for *Barron's*. **MICHAEL WILSON**, formerly based in the Journal's Houston office, was transferred to the newspaper's financial ad sales staff in New York.

ANNE McNELLIS, reporter, *Chickamauga Journal* in Georgia, was promoted to assistant editor.

GRACE LAIRD, was named national ad manager, *Greenville* (S.C.) *News* and *Greenville Piedmont*. **LEONARD RIDDLE**, classified sales manager, was promoted to assistant classified ad manager.

PAUL J. FORREST, Morgan Stanley investment firm, has joined the *New York News* as vicepresident-finance.

HAROLD E. MARTIN, former president of Multimedia Newspapers, is a visiting professor in journalism at the University of Florida.

ROBERT D'ANGELO, director of distribution and quality assurance, Parade Publications, publisher of *Parade*, was named director of production.

STEVEN H. SOLOMON, editor, *Central Bergen* (N.J.) *Reporter*, was named general manager.

TIM KELLEY, classified ad manager *Topeka* (Kan.) *Capital-Journal*, will become ad director, *Independence* (Mo.) *Examiner*, effective Feb. 1. He will be replaced by **JOHN CANON**, former national ad manager, *Maryville* (Mo.) *Daily Forum*.

BARRY SCHOPP, circulation manager, *Richmond* (Ind.) *Palladium-Item*, has left to assume the same position at the *Port Huron* (Mich.) *Times Herald*.

RICHARD D. SHEARER, news editor, *Lansdale* (Pa.) *Reporter*, was named managing editor. **JOHN ALEXANDER**, assignments editor, replaced Shearer. **KENNETH S. ZEPP**, layout editor, was named city editor.



ELECTED—**James H. Ottaway, Jr.**, 41, was elected vicepresident of *Dow Jones & Co., Inc.* He is chairman and president of *Ottaway Newspapers*, a subsidiary of *Dow Jones*. *Ottaway* succeeded his father as chief executive of the *Ottaway* group in 1976. He had previously worked as a reporter, editor, and publisher of *Ottaway* dailies.

MIKE PROSSER, 26, account executive, was promoted to classified sales manager, *Myrtle Beach* (S.C.) *Sun News*.

SUE A. HOMMEL, 38, manager of the Gannett Newspaper ad sales office in Dallas, will join the Gannett corporate communications staff in Washington as director of advertising. She will be succeeded by **LAURENCE E. BURLINGTON**, account executive, Atlanta office of GNAS.

LARRY A. WHITE, retail ad account executive, the *Daily Oklahoman* and *Okla-homa City Times*, was promoted to retail development specialist.

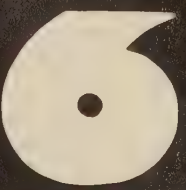
EDWARD B. HAVENS, 38, who once worked as an army radio news reporter in Viet Nam, was appointed manager of the U.P.I. bureau in Tucson, Ariz. **SYLVANA FOA**, chief correspondent in eastern Europe, was appointed manager of the U.P.I. bureau in Bangkok.

DAVID LYONS, previously classified ad manager, was named ad director of *Galveston* (Tex.) *Daily News*. **GARY GENGOZIAN**, one time sports editor, *Fort Payne* (Ala.) *Times-Journal*, was named classified ad manager.

KENNETH F. GROGAN, ad sales manager, *Manchester* (Conn.) *Journal Inquirer*, was appointed ad director.

WILLIAM H. EVANS, editor, *Gloversville* (N.Y.) *Leader-Herald* for 26 years, retired.


WORCESTER



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in the Boston A.D.I.,
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most advertisers do.



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Daily 144,259 Sunday 108,209
Represented by CWO & O



Hare Meloun

PAUL J. MELOUN and KENNETH M. HARE were named managing editors of the *Montgomery (Ala.) Advertiser* and *Alabama Journal*, respectively. Meloun has worked at the *Gadsden (Ala.) Times* as a reporter, city/news editor and executive editor. Hare has been assistant managing editor of the *Greenville (S.C.) News*, and editor of the *Myrtle Beach (S.C.) Sun News*.

POLK LAFFOON IV, 34, staff writer, *Detroit (Mich.) Free Press* becomes editor of *Detroit Magazine* February 1, succeeding LIZ RHEIN, who is restarting an editorial consulting business in Chicago. SUE YEAGER, feature copy desk chief, will become art editor of the magazine. MARTY KOHN, the magazine's associate editor, will join the city desk reporting staff.

SUZANNE GARMENT, editorial writer, *Wall Street Journal* of Dow Jones, Inc. was named associate editor, editorial page. JOSEPH J. PERRONE, circulation marketing director, was named director of project marketing.

WILLIAM H. COLLYNS, editor, *Midland (Tex.) Reporter-Telegram* for 33 years, and LUCIEN D. LINDSEY, promotion director, 19 years, have retired.

CHARLES T. BRUMBACK, president and chief executive officer, *Orlando (Fla.) Sentinel Star*, was elected president, Florida Press Association.

BERT HOLMES, associate editor, *Dallas (Tex.) Times Herald*, was named public citizen of the year for 1979 by the Texas chapter of the National Association of Social Workers.

BILL E. STILWELL, general manager, *Malvern (Ark.) Daily Record*, was named publisher, succeeding WILLIAM R. WHITEHEAD, Sr., who had been publisher since 1968.

DENNIS FOLEY, formerly of the *Pontiac (Mich.) Oakland Press*, has joined the *San Diego (Calif.) Evening Tribune* as a general assignment reporter.

BERTRAM J. KERSEN resigned as publisher of the *Paterson (N.J.) News* and *Hudson (N.J.) Dispatch*.

DAVE FISHER was appointed assistant production manager for Associated Press in East Brunswick, N.J. He replaced HERB KELLEY, who requested re-assignment to Boston.

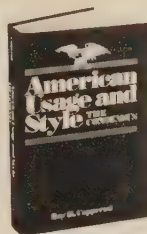
Goodale leaves New York Times

James C. Goodale, vice chairman and general counsel of the New York Times Company, resigned January 17 to join the New York law firm of Debevoise, Plimpton, Lyons & Gates on February 15.

Goodale joined The Times from the firm of Lord Day & Lord in 1963 as general attorney. He was active as a corporate lawyer in the emergence of the New York Times from a privately-held company with sales of \$100 million to a diversified communications company with revenues of about \$650 million in 1979. In recent years he has been active with the management of the organization, serving as a member of its executive committee.

Goodale represented the Times in the Pentagon Papers case in 1971 as well as in other key First Amendment cases over the last decade. Frequently described as one of the country's top experts in mass communications law, he teaches a course in that subject at Yale Law School. He expects to specialize in corporate and mass communications law, as well as publishing and entertainment law, at Debevoise, Plimpton.

Perspectives on language



American Usage and Style: The Consensus

By Roy H. Copperud

433 pages. 6 x 9.
\$14.95

American Usage and Style compares the views of recognized authorities on word style and usage, as well as definitions from seven current dictionaries. The sources used include Fowler's *Dictionary of Contemporary American Usage*, the Evanses' *Dictionary of Modern English Usage*, Bernstein's *The Careful Writer*, Webster's *Third New International Dictionary*, and the *American Heritage* and *Random House* dictionaries. The author cites the range of opinion on debated points, offers the consensus, and then gives his own down-to-earth and often witty commentary.

The book covers disputed meanings and stylistic errors... clarifies fine points of punctuation, syntax, and spelling... discusses the problems of journalists, bureaucratic jargon, and misquotation... and provides an abundance of fascinating information on contemporary linguistic questions.

I Hear America Talking

By Stuart M. Flexner. "A masterpiece of cultural history... infused with the passion of the real world of words." — *William Safire, The New York Times* 505 pp., illus., \$18.95

The Good-Bye Book

By Robert Ramsay and Randall Toye. A panorama of famous and infamous farewell expressions. 156 pp., illus., \$8.95

A Comparative Study of Spellings in Four Major Dictionaries

By Lee C. Deighton. Draws on four major collegiate dictionaries to compare variant spellings for over 2,000 commonly used words. 144 pp., \$5.95

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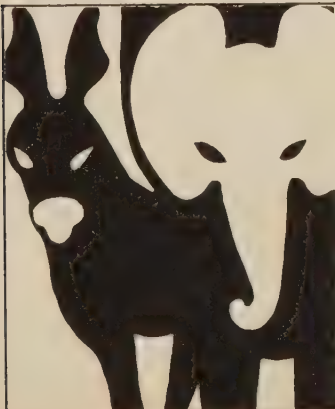
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Ad scene

By Dan Lionel

Drama critic voices ad views

When Walter Kerr, the *Times* drama critic, made a detour from his Broadway beat in a recent Sunday column, to comment on show business advertising techniques, what he got for his effort was an indulgent smile from show business ad dean, Fred Golden, senior vicepresident of Ash/LeDonne, Inc. who has probably shepherded more plays to box office payout than anyone in the business.

Kerr, noting that many plays died aborning despite good critical notices, urged producers to build into their initial cost projections a contingency fund that could be used to pay the bills until the impact of the reviews sunk in and word of mouth caught up with box office receipts. He noted with "reservations" that one producer of the play "Harold and Maude" while setting aside such a fund, had earmarked the money for television advertising.

"This may be an idiosyncratic, and slightly irrational, reflex on my part," he wrote. "After all, television spots are simply a form of advertising, essentially no different than newspaper advertising and you may be fairly certain I'm not mounting a campaign against newspaper advertising. Furthermore I know television spots work."

Citing examples where they did work as in the case of "Pippin" which he said leaped to capacity audiences "which it hadn't dreamed of earlier" after initiating tv commercials and the "Wiz" where closing notices had already been posted when the motion picture company behind the play spent \$300,000 for tv promotion "that gave the enterprise a lifespan of years," Kerr is still unhappy about the 'high pressure salesmanship'. "I'd rather the audience did the job . . . getting people into the playhouse who will emerge spreading the gospel, bringing the news personally from Aix to Ghent, friend to friend, theater buff to theater buff."

Fred Golden, whose client credits go back to 1938 when he began his show business ad career, has worked with such producers as George Abbott, Dwight Deere Wyman, Arthur Hopkins, David Merrick, Lee and J. Schubert and the latter's business heirs, Bernie Jacobs and Gerald Schoenfeld sadly noted that the economics of the theater has effectively ruled out "that greatest of all media—word of mouth advertising."

Forty years ago a straight play could be mounted for \$30,000 to \$40,000 and a musical complete with lavish sets could be staged for \$200,000. Today the price tag for a straight play is closer to \$500,000 and costs for a musical generally start at around \$2 million. "Unless

such a play grosses \$200,000 per week it can't stay on the boards."

"Tv is no panacea," Golden said. "It will help bridge the gap for a good play that would probably have to close if it had to wait for word of mouth to bail it out in today's economic climate. But producers who look to tv believing it can sell anything are headed for an expensive disappointment . . ." He pointed to a musical called "Sarava" which dropped almost a million on tv last year only to lose every cent of their total investment. "For every show that tv has helped," he said, "you can point to 6 failures."

"Each play is an individual and unique product and it must be targeted in its advertising approach to the audience to which it will have the greatest appeal. Newspaper advertising is still the backbone of theater advertising. It's flexible, it reaches all segments of the audience, it provides thoughtful criticism, not 60 seconds of comment, and it's affordable."

"Tv generally begins with a \$50,000 to \$60,000 expenditure for creating a commercial to which must be added about \$20,000 per week, depending upon the city, for spots. Thus a 3 week campaign can run to \$100,000." At that rate, the use of tv must be "highly selective" Golden noted.

Despite Kerr's reservations the ad executive said tv must be credited with broadening the base of the theater going public. "It has brought countless new faces into the theater," he said. "Its most effective appeal has been for musical comedies—which is to be expected from an essentially entertainment medium."

Golden cited one wag, who, commenting upon the impact of tv on the typical producer mentality said, "Nowadays, instead of rewriting the 3rd act of a play which is sagging at the box office, the producer orders the tv commercial rewritten."

McCabe joins cig Co.'s media dept.

Tom McCabe has joined R. J. Reynolds Tobacco, Winston-Salem N. C. as group media planning manager in Reynolds in house media group. Prior to joining Reynolds, McCabe had been with N. W. Ayer as V. P. associate media director on the Pan Am Business. He had also been with the Benton & Bowles Agency through 1977 as V. P. associate media director.

Gov't office scraps agency commission

Advertising agencies used by Britain's governmental Central Office of Information are to discuss the implications of stringent new payment rules that the COI will introduce on April 1 this year. Many agencies are considering whether they will want to handle COI business under the new terms.

The Office has said that is to scrap the commission system and replace it with a cost-plus basis of payment, under which agencies would have to return all commissions to the client and receive a monthly payment of agreed costs plus a fixed profit percentage.

An Office spokesman said: "We want to avoid paying agencies any excessive profits which the current commission system can sometimes generate."

The agencies are worried, they say, because the COI is to take a much greater interest in their working and financial arrangements in order to gain an accurate picture of their costs. It has already said it wants to know the salaries of people working on COI business and the hours they spend on it.

One anonymous agency chief said: "This will give the Office of Information considerable access to our financial books. And we could be involved in a lot of extra work providing it with the information it says it wants."

Agencies have been asked to confirm that they will continue working for the COI under the new system.

Chrysler's account executive promoted

Robert P. Colgan, management supervisor for Chrysler International at Kenyon & Eckhardt Advertising, Inc., was named a senior vicepresident.

Colgan joined K&E-Detroit in May 1979 as a vicepresident in his current position. Prior to that, he held a similar assignment at Young & Rubicam when that agency had the Chrysler business, and before that, spent a year with Y&R's Frankfurt, Germany, office as account director for Chrysler Deutschland.

A 1960 graduate of Spring Hill College, Mobile, Ala., Colgan began his advertising career as a media buyer with Y&R-New York in 1962. He worked in sales for *Life* magazine for several years before joining Foote Cone and Belding-New York, as an account manager on Mazda in 1972, followed by a year with Parker Advertising-New York as office manager.

Snowmobile co-op

A special ad slick was sent to Ski-Doo Snowmobile dealers announcing a 50% ad rebate on several models. The ad must be published before January 31.

EDITOR & PUBLISHER for January 26, 1980



Number One

Number one in quality. Number one in uniformity. Number one in trouble-free press runs. No other ink can match U.S. news inks for web offset, letterpress, and diLitho.

We bring together the most advanced technology with the down-to-earth know-how developed over 50 years of making inks for newspapers. That is why U.S. inks continue to establish new standards of performance and dependability. Every U.S. ink is formulated for

the press and paper. Each ink has the right body and flow for the press on which it is to run, maintaining excellent distribution from inking rollers to the printing cylinder. Halftones print clean and sharp, solids lay down evenly. And as paper weights and qualities dwindle, we keep working harder to minimize showthrough, picking and linting.

What about mileage? We think we're number one there, too. For

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**U.S.
Printing
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Jacksonville, FL; Dallas, TX; San
Francisco, CA; Los Angeles, CA

Ad agency information service opens in N.Y.

Advertising Agency Register (AAR), a London-based service that provides advertisers with confidential information on advertising agencies, is scheduled to open a New York office on March 1.

AAR also plans to open offices in Chicago and Los Angeles.

The service presents advertisers with a list of agencies registered with AAR that meet the clients' requirements, then makes available a presentation package on each of 10 chosen from the list.

The package consists of a 10 minute videotape prepared by the agency on itself, plus examples of its print and promotional work, background data on the agency, and any other details it might want a potential client to have.

Advertisers pay a fee of \$1,500 to get a presentation package on up to 10 agencies. Agency membership in AAR costs \$4,000 annually.

Presentations to advertisers are made at the AAR office, without the agencies being present. This is done to insure con-

fidentiality. AAR does not make subjective recommendations.

"AAR will specialize in bringing together the specific needs of advertisers and the unique expertise of individual advertising agencies," said Lyndy Payne, president of AAR in the United States.

AAR was started in London 5 years ago, opened facilities in Paris in 1978 and currently serves some 150 agencies in Europe.

AAR boasts that some of the "most prestigious account changes in Britain have come about" as a result of advertisers using this service. Among them, according to AAR, were Kodak and British Petroleum.

British gov't may impose cig ad ban

Unless the British tobacco industry agrees soon to government demands to cut its promotion in half within the next four years, it faces a total ban on cigarette advertising except at point of purchase, according to industry spokesmen.

The voluntary agreement on cigarette advertising in the United Kingdom ends this March and Health Ministers want to cease all cinema and outdoor billboard advertising and to extend the television ban on cigarette advertising to pipe tobacco and cigars. They are also seeking tougher and constantly changing health warnings on cigarette packs.

This, the government knows, could well cut down on smoking, but what about lost taxes? At present the government gets about \$5.175 million from duty on smoking and if this is or some of it is lost, the money will have to come from somewhere else. So like most other governments, the British government is not sure what to do.

Sponsorship of sports by tobacco companies is also under close scrutiny by the government and other watchdogs. The industry overall spends about \$180 million on advertising and promotion and the government only spends about \$2.25 million on anti-smoking campaigns in newspapers, journals and occasionally television.

Sale closed

Two radio stations in Albuquerque, New Mexico, KRKE-am and KRKE-fm, were purchased from the Gaylord Broadcasting Corp. of Oklahoma City, Oklahoma by the Peoria Journal Star, Inc., Peoria, Illinois on January 3.

NBC-tv newsmen expelled from Iran sounds-off

George Lewis, NBC-tv's Tehran correspondent through most of the crisis surrounding the taking of American hostages there, returned from Iran last week calling Ayatollah Khomeini a "fag" and Foreign Minister Sadegh Ghotbzadeh a "bigmouth."

Lewis, who left Iran January 15 after the expulsion of American journalists was ordered by Iran's Revolutionary Council, also stated that he felt the broadcast reports which have been emanating from Tehran have presented a "reasonably accurate" picture of what is really going on there.

However, he noted that he had felt "used" at times by the Iranian government and that, in retrospect, he thought American tv could have given more play to the fact that just blocks away from the U.S. Embassy compound, life was proceeding normally for Iranian citizens.

During a press conference (January 18) in the offices of NBC News chief Bill Small, Lewis said that a greater level of cooperation between print and broadcast journalists was evident in Iran. He claimed that many of the "color" reports which have run in the press were drawn from writers' perceptions of film shot by tv camera crews around the country. Lewis said print journalists regularly stopped by the Tehran television station, where the broadcast reports were being transmitted via satellite to U.S.

He said he didn't think the Iranian government attempted to exercise prior restraint over U.S. news dispatches. He explained that the interruptions in satellite transmissions that were highly publicized here were nothing more than a "freelance effort" on the part of zealous Iranian tv technicians who were involved in the transmission process.

Lewis said he originally had some "misgivings" over NBC's decision to air the now infamous interview with Corp. William Gallegos. But he maintains that he now believes the network made the right decision in airing the interview.

When asked if any of the criticism of the decision in the U.S. bothered him, Lewis charged CBS newsmen Walter Cronkite with being "unfair in his criticism—it was sour grapes."

Lewis has been with NBC news for 10 years.

Hotel pr post

Alan Gould was appointed director of public relations for Hilton International, the hotel chain. In his new post, he will be responsible for overseeing the company's public relations efforts around the world.

Open house marks 150th anniversary

The *Providence* (R.I.) *Journal* celebrated its 150th anniversary as a daily newspaper with an Open House on December 30.

More than 3,000 employees and retired employees and their families attended.

Coincident with the anniversary year was a remodeling and refurbishing of the newspaper plant. Visitors to the Open House saw the operation of each department demonstrated on-the-spot, or by slide film or videotape when the activity took place out-of-plant.

The composing room restored and chromed an old linotype machine and showed how it was done when type was hot instead of cold.

A nursery, complete with clown, balloons and a puppet show was provided for family members too young to tour. The paper storage room was cleared of newsprint and buffet style refreshments were served.

Fresh oysters and clams were opened at a New England oyster bar and ice carvings of newspaper objects were set on the serving tables. A roll of newsprint on a reel was provided on which visitors could sign their names, comment or compose graffiti.

Programs provided floor plans of each department and indicated highlights to look for on a self-guided tour. Photographs of previous *Journal* buildings and present remodeling features were also included.



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With a NAPP system, there's no need to settle for a less-than-perfect fit.

We feature a complete line of five plate processing systems, with capacities ranging from 15 to 150 direct plates per hour, to meet the needs of any size newspaper, large or small. And, for the utmost in efficiency, ask about the Titan™ system, capable of producing up to 120 press-ready Titanplates™ per hour... using just one operator.

NAPP equipment is simple to understand. Easy to maintain. And, with more of it to choose from, it's the closest you can come to a customized system.

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Letterpress plates making headlines around the world.

Postal lobbying efforts save publishers money

In excess of \$100,000 has been spent annually for the last three years by the National Newspaper Association and American Newspaper Publishers Association to lobby for postal reforms favorable to newspapers.

National Newspaper Association revealed the joint expenditure this week in a report on the association's postal reform victories.

The effort, NNA said, has paid off in substantial savings to member publishers. NNA said its average member has saved \$5,900 per year in postal costs. NNA said additional savings of \$7,550 may be realized if the association is successful in current cases.

This potential savings of \$13,450 per year is calculated for the average member of NNA, a 5,000 circulation weekly newspaper. All newspapers that rely on second-class mail for delivery are benefiting from these victories before the Postal Rate Commission (PRC), NNA said.

During the past four years, NNA said it has been successful in many areas of postal reform. The presort discount now in effect has been expanded, at NNA's urging, to permit a discount for 6-piece bundles. Under the liberalized presort rules, weekly newspapers ultimately will realize an annual savings of \$7.2 million a year, NNA said.

In 1977, NNA said it initiated a settlement which drastically lowered rates for publishers' co-mingled, presorted "sample" copies in excess of the 10-percent limit. For a typical newspaper weighing 6 ounces the rate for a sample copy over the 10% limit dropped from 26¢ to only 9.6¢. Since then, the new rates have been saving publishers at least \$1.6 million annually.

Several years ago, the PRC staff proposed setting a uniform rate for within-county mail and all other second-class mail. According to NNA, this would have been devastating for small newspapers which depend heavily on the lower within-county rates. NNA said it defeated the proposal, saving weekly newspapers an increase of \$9 million and dailies a \$7.8 million increase.

More recently, the PRC staff proposed to eliminate lower rates for the editorial content of second-class publications. However, they ultimately agreed with NNA that the distinction was needed to promote the educational, informational and cultural values of newspapers and magazines.

There are two proposals now before the PRC which may have a dramatic impact on newspapers. In the first, the PRC is considering a proposal to impose a

surcharge of from 1.5 to 2 cents per copy for newspaper treatment, also known as "red tag." NNA is contesting this surcharge which would apply to all newspaper treatment mail, preferred as well as regular rate. Thus, just for subscribers to receive their newspapers on time, it could cost weekly newspapers \$14.8 million yearly, and an additional \$3.1 million if the surcharge was made to apply to regular-rate mail as well.

Although NNA may be unable to block a newspaper treatment surcharge completely, it is working to at least blunt most of the impact on small newspapers. The association is arguing that the surcharge cannot lawfully be applied to within-county mailings and mailings of fewer than 5,000 copies outside the county. If NNA wins on this point, the surcharge could have little effect on newspapers mailing fewer than 10,000 copies per issue.

NNA also is fighting to increase the amount of the carrier-route discount and to expand it to preferred-rate mail. The benefits for newspapers which have circulations of fewer than 10,000 would come largely from the expansion of the discount to in-county mail and to mailings of fewer than 5,000 copies outside the county.

Initially, the savings from such action would be small because the discount, like the basic rate, is phased. However, the savings would grow each year, until the full proposed 1.5 cent discount is achieved.

If successful, the full discount could save weekly newspapers an additional \$1.1 million annually. Dailies would experience an annual savings of another \$4.5 million. Actually, the savings may be even greater since these estimates assume that newspapers will presort no greater volumes to carrier routes than they do today.

Prize-winner joins Bulletin

Gilbert M. Gaul, who won a Pulitzer Prize for Local Reporting this year while a staff member of the *Pottsville (Pa.) Republican*, has joined the staff of the *Philadelphia Bulletin* and has been assigned to the Bulletin's New Jersey office.

During 1979 he also won the American Bar Association Silver Gavel Award, first place in investigative reporting in the annual NPNA competition, the Edward J. Meeman Award for conservation writing, and other citations.

Film and ink price hikes hit publishers

Large price hikes by Kodak and other photographic film producers, apparently as the result of the high demand for silver, were announced.

A spokesman for the California Newspaper Publishers Association said that a spot check of member papers disclosed price jumps of 75% on Kodak phototypesetting paper. For example, he pointed out, three inch bulk RC paper which had been listed at \$14.05 a roll will now list at \$24.59 a roll. Type "S" 3 inch paper, which had been costing \$12.90 a roll, will now be listed at \$22.58, the survey found.

The newspapers also reported that Kodak graphic arts film has gone up 50%. An example was 15 x 33 film which had been selling for \$270.00 for 300 sheets. It has shot up to \$405.00, publishers were told.

A supplier who serves about 160 newspapers called the price increases "monstrous."

"I have no idea what's going to happen," he told CNPA. "This came as a total surprise to us. I presume it will continue."

"It's no secret that price increases are a direct result of the high demand for silver," the CNPA spokesman said. "Although a few publishers anticipated the increases and made purchases in advance, others did not and are now estimating increased costs."

The *Sonoma Index-Tribune* reported that it expects additional costs of \$9,000 to \$10,000 a year for film. The *Santa Monica Evening Outlook* anticipates a jump of at least \$25,000.

Most of the publishers interviewed by CNPA said they recover and sell silver and also sell used negatives. However, none of the papers appeared to have formal arrangements with buyers of such products.

One publisher said he planned to monitor use of film and will probably reduce the number of pictures the paper runs. He said that other alternatives may include bulk loading of "S" paper and the use of a new laser system which directly imprints onto paper.

Another large film supplier told CNPA he thought the price increases "ridiculous" and added that he has been selling a number of silver recovery machines in recent weeks. He noted that a good machine costs between \$500 and \$800.

Ink is also going up in price CNPA reported. Cal Ink informed CNPA that it will send a letter out February 4, announcing price increases of 4¢ a pound for letter press ink, now selling for 22¢ a pound, and a 3¢ boost for offset ink, now selling for 39¢ a pound.

OUT OF THE DARK

The 3M Pyrofax System for high-speed platemaking operates in normal room lighting. The need for both plate and film processors, plumbing, and chemicals associated with full-page film negatives is eliminated.

Thanks to a unique technology, the Pyrofax System produces press-ready offset plates directly from paste-up without silver halide photographic film. As many as four press-ready plates (and/or paper proofs) can be made from one exposure.

In just over 2 1/4 minutes a starter plate is ready for gumming. This is even faster than rapid access camera and processor speeds. In 60 minutes a single operator can produce 50 broadsheet (or 25 double-width) plates. Production flexibility allows significantly higher plate output, as desired, during peak load

periods with an additional operator.

Halftones are clean, sharp up to 85-line for black and white and process color. Color registration capabilities have been expanded. The 1978 award-winning national "Run For the Money" daily process color overall winner was printed with Pyrofax plates at the "Skagit Valley Herald," Mount Vernon, Washington.

Plates as small as 10" x 15", or as large as 40" x 50" can be interchanged. Pyrofax is compatible with all wipe-on plates and requires no sensitizing coating.

Pyrofax is a simple and flexible easy-to-operate system. You can locate it in your pressroom, composing room, or virtually anywhere in your plant for optimum utilization of personnel.

Removable double-tracking technique are easy and fast.

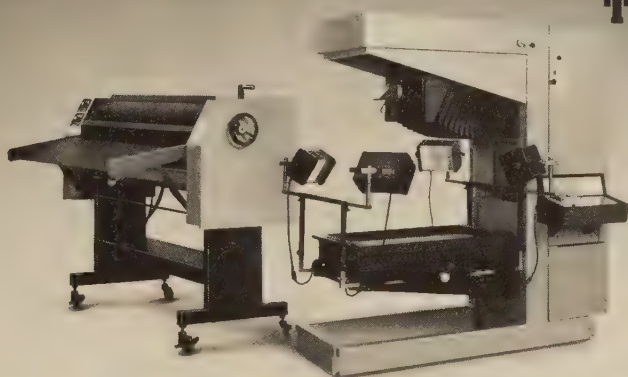
The Variomorphic lens option allows anamorphic reductions between 0% and 8% — whatever you want — by simply turning a knob. A feature especially designed for Pyrofax users.

Offset and direct litho newspapers and many commercial printers worldwide have brought their platemaking operations out of the dark with the 3M Pyrofax System's high-speed platemaking.

For additional information or to arrange a visit to a Pyrofax installation similar to yours, write: 3M Pyrofax System, Printing Products Division, 3M Center Bldg, 223-2N, St. Paul, Minn. 55101. Or better yet, why not call Leslie G. Curtis, Pyrofax Marketing Manager, at (612) 723-8473.

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ANPA to spend \$5,737,200 on 1980 programs

An expenditure of \$5,737,200 was approved by the board of directors of the American Newspaper Publishers Association at its December meeting.

The board's 1980 approved budget is based on anticipated total revenue of \$5,785,350, ANPA said.

At the ANPA annual convention last April, the membership approved a new dues formula that went into effect January 1. ANPA said the new dues will produce about \$277,000 in additional revenue. Under the new formula, dues will increase for some members and decrease for others, but in no case will the change be more than 10% in 1980, ANPA said.

The board decided to keep ANPA's membership magazine, *Presstime*, on a monthly frequency rather than shifting to biweekly.

The board approved the hiring of a personnel relations and a telecommunications specialist and to start on an ink-research project at the Research Institute.

The board approved increased funding of satellite communications, press design and kenaf research.

Super Bowl ad swindle uncovered

Postal inspectors have uncovered and stopped an apparent swindle that offered a special Super Bowl package through newspaper ads, according to Chief Postal Inspector Kenneth Fletcher.

Fletcher said the Mid-State Travel Club of Williamsport, Penn., placed advertisements in the *Wall Street Journal* and in newspapers in Philadelphia, Pittsburgh, Harrisburg and Baltimore, offering the Super Bowl vacation package for \$279. The ads ran in the newspapers on January 11, 12 and 13.

Those responding to the promotion were required to mail a \$50 deposit and instructed to pick up airline tickets at local Trans World Airline ticket offices, but Fletcher said complaints revealed that TWA was not aware of the promotion.

The Postal Service Law Department has filed a false representation complaint against the operator of Mid-State Travel Club, according to the Inspection Service, and the U.S. Attorney for the Eastern District of Pennsylvania obtained a temporary restraining order on January 14 to prevent Mid-State from receiving money mailed in response to the promotion, pending a hearing before a U.S. District Court judge in Williamsport.

Reporter shot

John Tracy, 40, a reporter for the *Milwaukee Sentinel*, was shot in the head December 16. He remains in serious condition. Tracy was among four persons injured by gunfire during a fight between motorcycle club members at tavern in West Milwaukee. Tracy was an innocent bystander.

Circulation dept. split into 2 units

Tom McCartin, executive vicepresident of the *Dallas Times Herald*, has announced a new industry concept in the structure of the circulation department which is designed to strengthen both sales and service.

The circulation department now has two separate units—Consumer Sales and Consumer Service.

All circulation sales activity are concentrated within the Consumer Sales Unit. This includes new subscriber development, single copy sales, phone room, sales training, Newspaper in Education and promotion.

Tom Kennedy, retail advertising director, was named to head this unit as consumer marketing director. Mike Harvey, promotion manager, will become the sales director and will have responsibility for single copy, phone room, crew sales and a unique direct sales unit.

Sharon Mitchell, who is currently manager of the Newspaper in Education program, will bring this activity to the Consumer Development Unit and will be promoted to the Consumer Development Director. She will also have responsibility for the Customer Service desk, Newcomers Program, and Sales Training as part of her assignment.

The new Circulation Service unit will report to Larry Lindquist who is being promoted to the newly created position of director of consumer services.

The morning and afternoon home delivery managers, the state circulation manager and the apartment manager will each be a portion of this unit. The morning home delivery area, which is the fastest growing aspect of the Times Herald's circulation, will be under the management of Rod McFarland who will report directly to Lindquist.

The primary activity of Circulation Service will be the effective and efficient delivery of the newspaper to the consumer.

Both the Sales and Service Departments will report to John Wolf, vice president marketing, in an expansion of Wolf's responsibilities which will include all marketing activities encompassing advertising, circulation and marketing services.

Birth control and abortion ads refused

Advertisements will no longer be accepted by the *San Diego* (Calif.) *Union* and *Evening Tribune* from the Planned Parenthood Association or any birth control agencies and abortion clinics.

In announcing this ban, ordered by publisher Helen K. Copley, Dick Tullar, Union-Tribune advertising director, said the prohibition also will apply to pro-life and anti-abortion groups.

"These newspapers consider the advertising of controversial subjects of abortion, birth control, sterilization and similar matters to be contrary to the concepts of a family-oriented newspaper and will therefore no longer accept advertising on those subjects," Tullar said.

The issue came to a head when the San Diego chapter of Planned Parenthood Association sought to place a full-page ad in the Union-Tribune calling attention to the January 22 anniversary date of the U.S. Supreme Court's giving women the right to choose whether to have an abortion.

Spokespersons for pro-life organizations, although also denied advertising space to announce an anti-abortion "March for Life" demonstration January 21, supported the ban and sent congratulatory messages to Mrs. Copley.

Mark Salo, executive director of Planned Parenthood Association, San Diego, said the ban is a form of censorship "that denies access to public information in a major field of health services—family planning."

On an on-going basis, the principal effect of the order will be to eliminate classified advertising placed regularly in the newspapers' "Personal" columns by birth control agencies and clinics.

Tullar expressed belief that the *Union* and *Evening Tribune* are the first major newspapers in the country to effect such a policy. He said that public reaction, in letters and telephone calls, favored the ban by a 60-40 margin.

NW Ayer picked

The federal National Mortgage Association, the country's largest single supplier of funds for residential mortgages, has selected N W Ayer, New York, as its first national advertising agency. The corporate program of print and collateral advertising will launch by Spring, with advertising appearing in newweeklies and general consumer magazines, business, trade and opinion leader publications and in metropolitan newspapers.

You've been reading about it...

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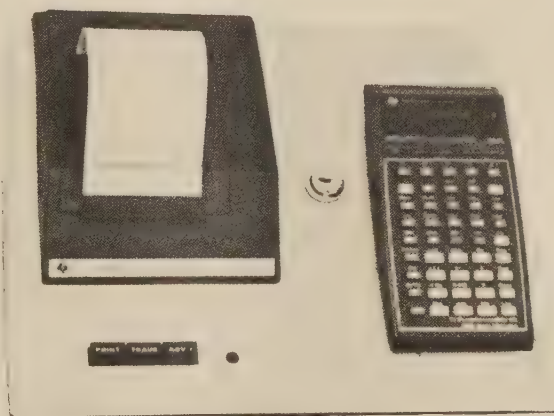
has purchased the MEDIA CALCULATOR by TELMAR AND DM Systems for our offices and our client newspapers.

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TARG POP? 150000.
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ISSUE P/WK? 5.
COST P/WK? 1000.

ANTR NSP?
A=NO B=YES
NO

TELMAR DATA
FOLLOWS
RCH= 87780.
A FR= 3.76
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We took the unprecedented step of providing this software system to our client newspapers because of our conviction that it will help increase their share-of-field against broadcast media.

Sawyer-Ferguson-Walker is the first representative company to have purchased and used The Media Calculator just as our company was first to have a computerized sales information system.

Our company's major regional offices will soon be "on-line" with intelligent terminals. This will give them instant capability to retrieve data for both syndicated and proprietary audience studies to use in presentations for SFW newspapers at both the agency and client levels.

This intelligent terminal network is the first step in our company's long range planning program to utilize all available technology to improve our selling efforts for the newspapers we represent.

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Perlik explains why strike failed in N.J.

By John Consoli

The Newspaper Guild strike against the *Elizabeth (N.J.) Journal* was unsuccessful because of a lack of preparation by the local unit and a lack of support by other unions at the paper—not because of a lack of support by the International, Guild president Charles Perlik told *E&P* this week.

Perlik, who returned to his Washington, D.C. offices after 8 days of meetings with the Guild-ITU merger committee in Colorado Springs, was responding to derogatory comments made about Guild officials by members of the *Elizabeth* unit (*E&P*, Jan. 12).

Elizabeth unit head Jim Kelly had charged that Perlik and Guild secretary-treasurer Charles Dale pressured members into accepting a management buyout offer, threatening to cut off strike benefits if they didn't.

Perlik told *E&P* that he acted no differently than he would have in any other strike situation and denied he had pressured the *Elizabeth* unit into accepting the buyout.

Perlik also said Guild's loss in *Elizabeth* does not mean the Guild cannot sustain a lengthy strike elsewhere.

Money was not the reason the strike was terminated in *Elizabeth*, he said.

"I'm not going to tell you we are in good shape (financially)," Perlik said, "but we haven't missed a (strike benefit) payment since the New York strike of 1978."

At that time, the Guild had to borrow "a couple million," Perlik said, and had to "issue chips" in lieu of cash to its striking members. Perlik said, however, there is now \$600,000 in the Guild Defense Fund.

"We paid out over \$200,000 in strike benefits to *Elizabeth* Guild members," Perlik said.

"The goal of any strike is to get the workers back on the job with a contract," he said. "There comes a point where you begin to look at the effectiveness of the strike. Is it having an effect on the paper. Once a strike starts to deteriorate to a point where Guild members are leaving, you must make other arrangements."

"In our opinion, the point came where there was no longer any way of waging a successful, viable strike," Perlik said. "In our opinion, it was time for people to begin readjusting their lives."

Perlik said he recommended in mid-December that the buyout be accepted, but also offered to continue paying strike benefits for 10 weeks, beginning January 1.

Perlik also said he told striking Guild

members "if they wanted to continue the strike and could show us how a successful strike could be waged, we would continue to support them in the prosecution of that strike and not terminate benefits."

Kelly had criticized Perlik for not personally coming to *Elizabeth* during the duration of the strike and only showing up to recommend the buyout be accepted. Kelly also rapped the International for failing to send in a representative earlier than it did.

"We represent 80 locals and have 215 contracts and there are currently a half dozen strikes," Perlik said. "Sometimes it is impossible for me to personally visit a strike location."

Perlik said he was scheduled to attend a rally in *Elizabeth* in September, but he injured his knee and had to cancel.

"We had a strike for 8 months in Vancouver and for 6 months in Montreal and I never got up there either," he said.

Perlik said the reason an International rep had not been sent in to *Elizabeth* earlier was because the New York local did not request one.

"We deal with locals, not units," Perlik said. "The New York local has four fulltime staff people. If the New York local felt it could not handle the strike, it should have requested assistance sooner. The local would consider it an invasion of their autonomy if we did send in someone from the International without their authority."

Perlik said the "thought of terminating benefits in Wilkes Barre (Pa.) never crossed our mind" (the strike is now 14 months old) because it is having an adverse effect on the newspaper there.

"In Wilkes Barre there was adequate advance preparation, the unions are together and there is a strike paper that is having an effect on the regular paper" he said. "In *Elizabeth* the strike had become totally ineffective. People were locked in a deadly situation."

The *Elizabeth* unit had also criticized Perlik for not allocating funds to support the strike paper there. (The New York local had poured \$300,000 into funding the strike paper and in late November, decided to terminate further funding.)

"At an International Executive Board meeting in October, the New York local asked us to take over the funding of the strike paper and asked us for a representative," Perlik said. "We sent in the representative, Bill Brown, but we refused to fund the strike paper. We will offer technical assistance, staff support and strike benefits, but we can't afford to pick up red ink."

Perlik said it is policy not to financially support strike papers anywhere. "We're

not in the publishing business," he said.

Perlik said the terminating of a strike means "heartbreaking circumstances" for Guild members. They are "tough, tense times" he said.

"I don't palm these duties off on the reps, I take this job myself," he said.

"I went in and told the *Elizabeth* unit that they would be foolish to ignore the \$300,000 settlement management was offering," Perlik said. "In an effort to make it a little more palatable, I offered to continue paying strike benefits for 10 weeks."

(Perlik said this must be approved by the International Executive Board, which meets next week. He expects no problem with its approval.)

"I don't think they were prepared for the strike," Perlik said of the *Elizabeth* local. "They should have made more adequate preparations. We told them to wait before going out."

Perlik said although International had given the local strike authorization, they were advised to be more deliberate.

"We counsel every local not to take a strike vote immediately. A strike vote should be used as a tool against management as part of the collective bargaining process."

Perlik remains optimistic on Guild-ITU merger

Newspaper Guild president Charles Perlik reaffirmed his belief this week that the proposed merger between the Guild and the International Typographical Union will be put to a vote by both memberships by the end of the year.

An eight day meeting of the merger committee was recently held in Colorado Springs and a 10-day meeting is scheduled for next month.

Perlik said if any details are still left to be worked out in coming up with the merger agreement, another meeting can be held in March.

Perlik said a final proposed merger agreement must be ready by April when the Guild's International Executive Board meets. If the Executive Board approves the merger agreement, the agreement will be put before the Guild convention this summer.

If the merger is approved by the convention, it will be put before the full membership for a vote.

The Guild's New York local made public an objection to the proposed merger agreement. The local objected to a new system that would make it harder for local Guild units to call a strike.

Perlik, however, remains optimistic.

"They did not say they would not support the merger," he said of the New York local's position. "They said it (this section) would make it more difficult for them to support it."

Convention coverage training offered

Concentrated training in how to cover the 1980 Democratic National Convention in New York next August is being offered by the Columbia Graduate School of Journalism in its 1980 Summer Institute.

The institute will run July 28-August 22, 1980. With the Democratic convention opening August 11 in New York, journalists attending the institute will provide their newspapers coverage through the Columbia News Service.

Among the guest lecturers for the institute will be David Broder of the *Washington Post*.

Tuition will be \$1,500 and applications must be made by March 1 to the Columbia University Graduate School of Journalism Summer Institute, 116th Street and Broadway, New York, N.Y. 10027.

Horse breeder's newspaper sold

Richard and Beverly Foisy have announced the sale of their publication, *Horsemen's Yankee Pedlar*.

The monthly newspaper serves persons interested in horses. It circulates 12,500 issues from Pennsylvania to



Jasper (Ala.) *Daily Mountain Eagle*, a 12,500 circulation daily, has moved into a new building containing 15,000 square feet, according to publisher Shelton Prince. A new eight unit/two folder Web Leader Press, manufactured by Web Press Corporation of Seattle, Wash., is used to print the newspaper. Well over \$1,000,000 was expended on the new building and press with each department having considerably more space than previously.

Maine, through mailed subscriptions and dealer sales.

The Pedlar was purchased by a new corporation, Horsemen's Yankee Pedlar Inc. It is owned by local investors.

The Pedlar's offices have been moved to 19 Harvard St., Worcester, Mass., 01609. It was located in Ludlow.

The new publisher is Christine S. Dillard of Worcester, formerly of the *Worcester (Mass.) Evening Gazette*.

Co-op ad plansbook

The 1980 edition of "Television Co-op Plans" includes some 365 plans, according to the Television Bureau of Advertising. Tom McGoldrick, vicepresident-retail sales for TvB, said the number of retailers offering tv in their co-op ad plans has increased almost five-fold in the last four years.

How well is your community protecting its citizens from these dangers? To help reporters answer that question, State Farm has developed a booklet that provides story ideas involving 10 topics related to these threats to life and property. Called *So You're Thinking About Doing A Story On...*

the booklet gives you the questions, not the answers.

But it does provide a brief overview of the problem.

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CRIME

Congress

(Continued from page 15)

the question "Whose First Amendment?" by saying the First Amendment belongs to the public at large—and the media comprise a part of that public.

"So far the press has been valiant and eloquent in defense of its own rights to liberty and expression. It has been somewhat less eloquent and somewhat less valiant in its valuation of the rights to expression, privacy and reputation of those whom it serves," Dean Barron said.

Referring to media contentions that the Supreme Court has been waging a vendetta against the press by decisions which erode First Amendment rights, Barron said what is involved is not a judicial desire to punish the press but rather "a judicial effort to reconcile competing but weighty claims of media freedom versus individual freedom."

The law school dean also took a swing at concentration of the media. The pattern of chain domination of the daily newspapers, when coupled with network domination of broadcast television, "suggests that our dominant media are in too few hands," he declared.

The First Amendment Congress needs to be mindful and sensitive to the position of the ordinary citizen, Barron ob-

served. "The individual finds himself placed between the two behemoths of contemporary life—giant government and giant media."

Ted Bugas, Oregon state representative, warned some politicians are starting to think about licensing the media and/or standards for the press.

"Don't forget, the most fearsome thing about politicians is, they crave to legislate," Bugas cautioned. "I can't buy the growing idea that media reporters should somehow be licensed by the state, but the very suggestion ought to tell you how far the American public has gone down the road to modify its thought about the sanctity of a free press."

The electronic age of the media, while creating "staggering new opportunities for both greater service and achievement and greater damage to other human rights" has also created for itself "a monstrous critic—the public," Bugas said.

The Oregon legislator drafted a list of recommendations for the media:

Report with more objectivity the First Amendment vs. Sixth Amendment conflicts and other court cases involving the media.

Struggle ever harder for accuracy, objectivity and precision. Be more generous in apologies for errors.

School headline writers and makeup people more. ("Humor in juxtaposition of headlines of unrelated stories is great,

but not to an offended person or his family.")

With the explosion of investigative reporting, an investigator code of ethics should be considered.

"You are selling short the sophistication of your audience," Bugas emphasized to media delegates.

That the press needs education about the sophistication of its readers also was emphasized earlier by Dr. Judee Burgoon, Michigan State University public attitude researcher. The husband and wife team of Drs. Michael and Judee Burgoon reported their on-going study of the local newspaper image.

Dr. Michael Burgoon said research so far shows the newspaper is still a vital institution in America and that people are "very sophisticated" in their evaluation of the media.

"We take it that people know more about good journalism and bad journalism than pundits and pollsters."

"We take it that people know when newspapers serve them well and when they serve them poorly."

Citing three kinds of judgments readers make, Judee Burgoon said that in a confidence-trust judgment the newspapers got good marks; personalism-surveillance judgment ranked next highest. Bias-sensationalism judgment came in last. She said that the bias judgment does not insure people are going to have a negative reaction to the newspaper. "One form of bias may be too much bad news."

The Burgoon discussions followed Dr. George Gallup, Jr. reporting a Gallup Poll on public attitudes toward the press (See E & P, January 19).

Presiding as chairman of the Congress in Philadelphia was Paul Davis, news director of WCIA-tv, Champaign, Illinois representing the Radio Television News Directors Foundation.

Joseph Shoquist, managing editor of the *Milwaukee Journal*, representing Associated Press Managing Editors, will chair the Williamsburg meetings.

Political ad study examines classifieds

A new study on political advertising in classified has been published by SCAN Corporation of Peoria, Illinois.

The study is included in a book called "Political Advertising in Classified", which outlines case histories of three major classified departments of daily newspapers and their solid success in promoting this new classification.

The new book also presents a six-ad, "Get Out the Vote," campaign that can be used as a series or as drop-ins.

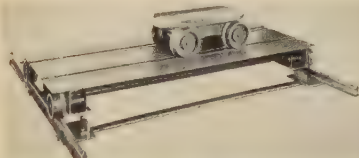
The study concludes that political advertising is easy to sell by mail/phone and all ads are cash in advance. Successful sales letters and promotion ads are included.

EDITOR & PUBLISHER for January 26, 1980

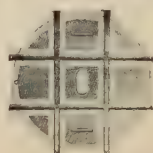
CAPITAL

... tracks and trucks, turntables and transfer tables for standard newsprint rolls... also custom-engineered equipment and full service on replacement parts for any rollhandling system. Write for brochure on newsprint handling equipment.

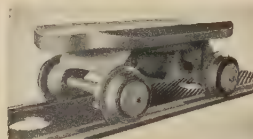
TRANSFER TABLE—TYPE "S" TRUCK



ROLL-HANDLING EQUIPMENT



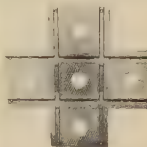
CAST IRON TURNTABLES



TYPE "R" TRUCK



12' GAUGE TRACK SWITCH



CAST IRON CROSSOVER

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Plants

(Continued from page 9)

Design for the physical organization of a newspaper plant should reflect the flow of paper and information through the facility. In particular, newsprint handling should be simple and direct and its point of storage should be readily accessible.

A building must accommodate equipment and operations; it must fit. But the desired fit is a loose fit that will be flexible enough to accept changes in technology and working methods for today's newspapers as well as tomorrow's. This is doubly important because the building is an expensive investment that will be used for a very long time, perhaps through several generations of equipment.

Today the conservation of energy is as important to newspaper plants as it is to all other new buildings. The impact of the energy crisis will continue to affect the design of all buildings in the 1980's and beyond.

The energy issue affects every aspect of a building, beginning with the fundamentals of orientation and configuration of the building and extending through mechanical and electrical systems and controls to details of construction.

Some conservation techniques will apply to all plants while some interesting new opportunities like cogeneration (generation of electric power from waste heat) or large scale storage of thermal energy, will apply in special situations.

No longer will we be able to solve design problems and make buildings comfortable by pumping energy into them: We will have to design buildings using minimum amounts of energy, buildings that will handle the new energy systems.

For instance, we will see greater use of natural light to improve working conditions and reduce lighting requirements. A skylighted roof can produce much of the ambient light needed in a building, and double-glazing the glass can improve energy conservation.

In the area of artificial lighting, fine-tuning will be needed to produce a high enough task light level, while at the same time reducing glare on VDT screens. Architects will combine natural and artificial light sources and task and ambient light for optimum effect.

Newspapers are getting quieter, thanks to quieter offset presses and acoustical advances. They are also cleaner, since offset presses spray ink much less than do letterpress units.

In addition, air filtration units with ink mist extraction capabilities can make the air even cleaner.

A quieter, safer and cleaner workplace is important to workers and becoming more and more a requirement by the federal government.

The concern for the quality of the environment extends beyond the interior of the building to its site and surroundings. Good buildings are firmly rooted to the place where they stand. They must be long and fit. In order to achieve that fit, the architect must study the surroundings carefully.

A newspaper is more than just a private business, it is also a public institution. As such it has an important role in its community. Today architects are again becoming concerned with basic principles of designing an efficient building to achieve the desired result in a particular site.

On the move

Robert N. Hatch has been appointed senior vicepresident, sales by the Multi-graphics division of AM International. He previously served as the division's vice-president, sales.

E. Roy Christman has been named vicepresident-sales AM ECRM, a subsidiary of AM International. He was formerly ECRM's national sales manager for the OCR product line.

William G. Allen has been appointed a market manager for 3M Industrial Graphics division.

Keith P. Wilson has been named a market manager for reprographics.

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(Continued from page 16)

Garcia related, because the group "was violently opposed" to stories sent from Cuba by staff writer Manuel de Dios Unanue. The reporter had gone to Havana with some exiles to cover their attempt "to open a dialog with Castro on the release of political prisoners."

No one was hurt in the blast, but it damaged furniture and equipment.

"Our man did a straight reporting job rather than what they (Omega 7) preferred to see—rabid, anti-Castro ravings," the editor said. "They accused him of being a communist and the paper of having communist leanings. Manual's a Cuban exile. His brother was held in jail by Castro."

Omega 7 struck at El Diario a second time last spring when another of the group's bombings destroyed a home delivery office the paper had established in Union City, N.J.

"We suspect they also intimidated our route boys and supervisors over delivering us," Garcia noted.

The paper intends to reestablish its subscription office in New Jersey, assured circulation director Edward Burnbaum, as part of an overall home delivery drive which was begun last December.

Except for 500 home delivered copies in Brooklyn, El Diario presently relies on newsstand sales for its circulation. The paper has started offering home delivery service in five areas of Brooklyn at newsstand prices of 25¢ daily and 35¢ Sunday.

When the Brooklyn operation becomes successful, Burnbaum said he plans to begin home delivery in Queens, then Manhattan, and possibly the Bronx.

"The Bronx was once an El Diario stronghold, but the Hispanic population began moving out, a lot going to New Jersey," he stated. "Our circulation has to follow. That's what is behind the home delivery drive."

For home delivery to succeed, editor Garcia believes his paper needs a closing time later than 8:30 P.M. which it has now. He is negotiating a new printing contract which will set a 1 A.M. closing and eliminate having to replate for late news and sports. The new agreement will also give El Diario more color capacity.

Other changes begun by Garcia include switching the tabloid to a four column editorial, five column display, 6 column classified format; increasing its computer capabilities and storage capacity, and redesigning its graphics to add white space.

He has modernized El Diario's logo too and started running stories on the front page to conserve newsprint.

In addition to aiming for 250,000 circulation in the New York metropolitan area by 1985, Garcia hopes to take the first step to transforming El Diario into a nationwide newspaper by making its Sunday edition "a national Spanish lan-

Hispanic study undertaken for Gannett media

Gannett Co., Inc., has begun a study of communication behavior and attitudes of Hispanic-Americans in cooperation with Michigan State University.

Representatives of participating Gannett newspapers joined a team of Michigan State researchers in San Francisco (January 14) in developing the year-long study that will result in more than 3,000 interviews with Hispanics and non-Hispanics in the West and Southwest.

Allen H. Neuharth, chairman and president of Gannett, said in announcing the project:

"This study will give us basic information about what will soon be the largest minority in the United States. It will significantly assist newspaper and broadcast professionals in better serving that public."

Neuharth said the project will be an extension of the company's highly successful media research program, which has produced interviews with 15,000 Americans in 20 Gannett communities during the past two years.

The Hispanic-American project will

guage news Weekly" by the end of 1980.

"We get off the presses by 4 P.M. Saturday and can be anywhere Sunday for delivery," he stated. "I really believe national's the way to go because there's no medium serving the entire Spanish speaking community. We have an established name and news source accessibility. Technology like satellites makes it viable. At some point we'll go bilingual too, but after we go national."

More evidence which Garcia offered of El Diario-La Prensa's bright outlook is the paper's continuing profitability and its 550,000 lines of advertising for December 1979, a 94,000 increase over December 1978's lineage total.

"1980's going to be a banner year for us," he declared. "We'll really be kicking ass by the fall."

Two weeks prior to taking up his editorial duties, Garcia worked in "daily contact" with Communications Management Typographics, a consulting firm called in to study El Diario-La Prensa's operations and make recommendations for improvement.

"If El Diario were to become an exclusive and sophisticated newspaper aimed at the educated and moderately well off Hispanic, the maximum circulation would be 760,000 almost 700,000 over the existing circulation," the CMT study said. "The target readership for El Diario is the middle class Hispanic regardless of sub-group. The news and information should be tailored to meet the needs and desires of the Hispanic family with

consist of field surveys of adults and school surveys of young people in several western and southwestern cities in the United States served by Gannett media. Information collected from samples of Hispanics and non-Hispanics will include their use of newspapers, radio and television, attitudes toward the mass media, preferences for media content and motivations for using the media. The project also will analyze media coverage of Hispanic events in the local communities and will interview Hispanic and media leaders in those same communities.

The project has established a National Advisory Panel to work with the research team. Members of the panel include representatives of the National Council of La Raza, the National Association of Spanish Broadcasters, the Michigan Commission on Spanish-Speaking Affairs, and Hispanic-American faculty from the Universities of Texas and Southern California.

The Michigan State University project directors are Dr. Bradley S. Greenberg, chairman of the Department of Communications; Dr. Judee Burgoon and Dr. Michael Burgoon, who also are research consultants to Gannett; and Dr. Felipe Korzeny, an expert in communications behaviors and attitudes of Hispanic-Americans.

upward social and economic mobility."

CMT based its potential target audience figure of 760,000 for El Diario by estimating 19% of the Hispanic population of New York earns \$10,000 per year or more. CMT also said the median age, as of 1976, for Hispanics was 22.9 years.

Some of the recommendations made by CMT and supported by Garcia are:

Creating an internal styleguide in Spanish, preferably in Castilian.

Requiring the staff to be fluent in English as well as Spanish.

More aggressive advertising campaigns to attract readers.

Advancing the deadlines as far as possible to bring readers the latest news.

More special, daily sections be created to cater to the emerging lifestyles of the middle class and do more to appeal to women's special interests, particularly female single parents and working women.

Better coverage of business and finance with direct impact on the middle class.

Expanding photo features.

Subscribing to EFE wire service which CMT believes is faster than the AP and UPI Spanish wires.

Blocking all advertising.

Using either the modified grid or modified modular layout and design for all pages.

Changing the entire typographic concept including new typeface for headlines, either Optima or Helios, and a new body type, preferably California.

Publishers warned about new FTC rule

Newspaper publishers are warned by the law firm representing the International Circulation Managers Association not to "enter into, renew, or extend any distribution arrangement without the fullest consideration" of the new Federal Trade Commission Franchise Disclosure Rule.

The rule is aimed franchises, such as a McDonald's hamburger operation, however, publishers have been told that "virtually any form of newspaper distribution arrangement can be covered."

In a report, prepared under the supervision of Daniel C. Kaufman, a partner in the law firm of King & Ballou, ICMA general counsel, publishers and circulation managers are told that "the rule should not be taken lightly, for violators are subject to civil action by the FTC and penalties of \$10,000 per day."

The report states: "Two types of so-called franchise arrangements are common to the newspaper business—the product franchise and the business opportunity venture."

A newspaper is deemed to utilize a product franchise, the report states, if the publisher either (1) exerts or has authority to exert a significant degree of control over the franchisee's method of operation; or (2) gives significant assistance to the franchise in the latter's method of operation and requires the franchisee to pay or commit to pay money to the publisher as a condition of obtaining or commencing the franchise.

A newspaper is deemed to utilize a business opportunity venture, the report states, if the publisher directly or indirectly secures single copy retail outlets or vending machine locations for the franchisee and requires the franchisee to pay or commit to pay money to the publisher as a condition for obtaining or commencing the franchise.

Many newspaper distribution systems amount to franchises subject to the Rule, the ICMA counsel report states.

Newspapers prescribing or furnishing route books, furnishing poly bags and requiring newspapers to be "porched" or "tubed" would also place a newspaper under regulation of this rule, the report states.

The Rule does not attempt to reach franchises already in existence, the report states. "Only those which are new relationships are covered, either by virtue of a new franchisee or an existing franchisee who renews or extends a franchise agreement under materially different terms and conditions," the report explains.

Once a publisher falls under compliance with the rule, specific disclosures EDITOR & PUBLISHER for January 26, 1980

in some 20 categories are required.

The information which must be disclosed principally relates to the franchisor, its personnel, experience and history, and the success or failure of its franchisees.

The disclosure document is also concerned with the identity of the publisher and its parent company, the trademarks and trade names which the newspapers

bear, the experience of the publisher and its parent company and their key personnel, the report states.

"If any of these entities or persons have been convicted of a felony involving fraud, violation of any franchise law, unfair or deceptive practices, embezzlement, misappropriation of property, or restraint of trade" then this must be re-

(Continued on page 64)

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Columnist risks life to help cops

By M. L. Stein

A 4-day telephone vigil by Bob Greene, *Chicago Tribune* syndicated columnist, paid off January 5 in the capture of a Los Angeles area man who had threatened a murder rampage in a letter to the newsmen.

The suspect was captured at a telephone booth by police who had traced him with the aid of special equipment on Greene's phone in a Los Angeles hotel room.

The seizure topped off a carefully planned maneuver by Greene, the Los Angeles police and the *Huntington Park Daily Signal*, a 13,500-circulation paper in Southeastern Los Angeles through

which the man had reached Greene with his threat.

When it was all over no one was more grateful than the *Signal's* publisher and editors who feared they had spawned a media event that had gotten out of hand.

The story goes back to December 18, when a man who signed himself "Moulded to Murder," sent Greene a letter addressed to the *Daily Signal*, which carries his column.

The man identified with a 19-year-old coed, who was the subject of a Greene column several weeks ago. The woman had written Greene that she was on the verge of suicide because she felt rejected.

In a carefully written, coherent letter, "Moulded to Murder" told Greene that he planned to start killing people after the first of the year because he was depressed, frustrated and lonely. He also described himself as ugly "and have a defect which makes me even uglier."

Signal City editor Calvin Demmon gave a copy of the letter to the police in Downey, where the paper is published. The police took it seriously and turned it over to a psychiatrist who said he felt the man was genuinely capable of carrying out his threat.

A few days later, the police in nearby South Gate received a similar letter from the man who asked that it be forwarded to the Los Angeles police, saying that he intended to commit his murders in Los Angeles.

Los Angeles police showed the letter to a number of psychiatrists, who also were convinced that it was more than a crank message. The L.A.P.D. then telephoned Greene, asking him to come out to Los Angeles and attempt to make contact with the letter writer.

"When I got the call we had two choices," Greene told EDITOR & PUBLISHER. "We could say 'yes' or tell them that 'we're not going to help you.' I talked it over with Bill Jones (*Chicago Tribune* managing editor for news) and we decided that I would fly out to L.A."

Greene contacted the *Daily Signal* and an arrangement was made in which he would write three columns, beginning January 2. The columns were page 1 lead stories in the *Signal*.

In his first column, Greene wrote: "This reporter's involvement is not a journalistic stunt, or a newsmen's dream of capturing banner headlines—although critics could, and probably will charge that it is both."

On January 3, Greene addressed himself directly to "Moulded to Murder" telling him:

"You have said that all your life you have been isolated to the point of pain. We want you to know that you are not alone anymore. We want only one thing: for you to get in touch, so that we can talk about the torment that has driven you to your threats of murder."

By this time the *Los Angeles Times* had picked up on the story, causing *Signal* publisher John Dennis another kind of pain.

A horde of Los Angeles television news teams invaded the *Signal's* newsroom, filming almost everything in sight. Tv and radio news reporters sought out editors and other staffers for interviews while the *Signal* was trying to put out a paper. Meanwhile, other newsroom employees answered a barrage of telephone inquiries from newspapers and wire services around the country and Canada.

"The Los Angeles police were supposed to keep the story under wraps," Dennis told E&P. "Once the *Times* published it, it was all over town. It became a media event. That was not our intention at all. We were not looking for glory or banner headlines. All we wanted to do was help the man. I thought for a while that a media monster had been created."

Dennis added that he had been afraid that all the publicity would scare the letter writer away from calling Greene, whose special hotel telephone number appeared only in the *Daily Signal*.

Before the capture, Greene and the *Daily Signal* had received about 80 calls, besides those from "Moulded to Murder." Greene was reluctant to discuss the other calls but *Signal* City editor Demmon said, "They were what you might expect. We had a lot of people phoning in who said they thought a neighbor was the man we wanted."

Both Greene and the *Signal* had certain information only the letter writer would know and thus were able to screen out the crank and other calls.

In his January 4 column in the *Signal*, Greene reported that the 19-year-old coed he had written about previously "has pleaded with him ('Moulded to Murder') not to carry out his planned killings." Greene then included the full text of the woman's letter which, he said, had been dictated to him from her home near Chicago. In the same issue, also on page 1, the *Signal* ran an editorial with the detailed events that led to Greene's arrival in Los Angeles and then said:

"... (Greene) wants desperately to convince him that he has friends, that love and affection are not mere words, that there is help for him if only he would extend his hand—that there are many who want to reach out to him."

"And perhaps that is the point that has been lost in the glare of spotlights and the hurly-burly of minute-to-minute media coverage. Maybe we have destroyed the possibility of making contact with the lonely, disaffected man out there whose desperation might yet lead him to murder—an act totally uncharacteristic of him if we correctly interpret his precise and sensitive letter."

"One of the difficulties of communication..."

(Continued on page 53)



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Bob Greene

tions is the problem of reaching one person out there who needs to be reached. We can handle the broad stroke, and reach literally millions of people with one story covered as this one has been, but we do not know if we have reached him yet, the writer of these letters . . .

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"And that's why you've been seeing us on tv for the past 2 nights . . . somewhere out there is a man who needs to get in touch with other people. We are not sure whether the glare of the media helped him or not. We hope he realizes that behind all this attention one important fact remains: We care. Others care. And that's what this is really all about."

Greene disagreed that the story had been hyped out of proportion. He said he believed the Los Angeles media "acted very responsibly" and had cooperated fully with the police.

"I'm glad that the story was covered by all the news media," he told E&P. "That way, wherever the man turned, wherever he was, he could see or hear that we wanted to help him. Nobody but the Daily Signal announced my phone number and they did all they could have."

Of his own role, Greene said, "I'm just glad I was able to help."

Greene revealed that the apprehension of the letter writer came at 3:38 pm after he had made four or five calls to the columnist from different phone booths. On his final call, he and Greene had agreed to meet in a public park.

"The police were ready to provide me with a bullet proof vest," Greene recalled.

The 35-year-old man, whose name was not released, was taken into protective custody and then given voluntary psychiatric care, according to Greene.

EDITOR & PUBLISHER for January 26, 1980

Privacy bill killed by S.D. legislature

The South Dakota Legislature has killed a bill which would have virtually closed birth, death and marriage records to the general public.

Under the terms of the measure only persons with a "direct and tangible interest" in a record would have access to it. Otherwise, birth records would be closed until they had been on file 100 years. Death and marriage records would have been closed for 50 years. The legislation did not define "direct and tangible interest."

William Johnson, state director of health statistics, said the bill was necessary to prevent "browsing" through the records. He said such browsing consumed too much of his staff's time.

"I have no particular quarrel with the news media," Johnson said, "but I don't know how to draft legislation which says, 'You are good people so you can look at the files and you are bad people so you can't look at the files.'"

Lobbyists for both the print and broadcast media argued against the bill.

"It rather amazes me that in the long decades of this state we have never had a problem with open records," Bill McDermott, general manager of the S.D. Press Association, said. "It seems to me

there is something a little fishy going on here."

Attorney General Mark Meierhenry also testified against the measure. He said the proposal would set a bad precedent and "I don't think it helps anyone in any way except those that keep the records."

The measure was tabled by a 4-1 vote of the Senate Health and Welfare Committee. Committee chairman Marvis Hogen, R.-Kadoka, said, however, he may introduce legislation which would allow general access to the records but restrict who could get certified copies of them.

Classified section breaks records

The Jubilee Edition, a special classified advertising section published in the January 6 *Los Angeles Times*, set all-time high records in both lineage and pages. The edition's 190 pages was six more than the previous record, set in 1979. In addition, the edition produced 521,239 lines, up more than 32,000 lines from the 1979 mark. The edition carried 22,215 classified ads. The Jubilee Edition is one of three special Classified Advertising sections published yearly by the Times. Others are the Spring Opportunities Edition (April) and the Midyear Edition (July).

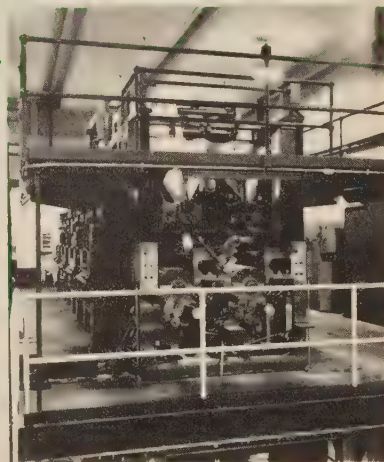
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Syndicates

"Dear Abby" moves to Universal Press

Abigail Van Buren, known to millions of newspaper readers as "Dear Abby", is moving her syndicated advice column to Universal Press Syndicate from the Chicago Tribune-New York News Syndicate.

Universal Press will begin distribution of "Dear Abby" March 22, according to an announcement by James F. Andrews, chairman and editor, and John P. McMeel, president. Contract terms were not disclosed.

Andrews termed the signing of "Dear Abby" the crowning jewel in Universal Press' 10th anniversary celebration. "In a year when we've added heavyweights like William Buckley, James Kilpatrick, Mary McGorery and Hugh Sidey, the addition of 'Dear Abby' is a tribute to our sales and marketing staff."

McMeel said the sales staff will begin a national campaign to add clients to the column's roster.

"Dear Abby" has been with the Chicago Tribune-New York News Syndicate since 1966. Its first 10 years in syndication was with McNaught Syndicate after its start in the *San Francisco Chronicle*.

"Dear Abby" is part of a unique journalism success story for twin sisters who both grew up to become advice columnists. Abigail Van Buren, in private life is Pauline Friedman Phillips of Beverly Hills, California.

Her twin sister is Ann Landers of Chicago, whose advice column is syndicated by Field Newspaper Syndicate.

The sisters were born in Sioux City, Iowa and both attended Morningside College there. They celebrate their birthdays on July 4.

The "Dear Abby" saga began in January of 1956 when Mrs. Phillips, a newcomer to the San Francisco area telephoned Stan Arnold, feature editor of the *Chronicle*, and said she could write a better advice column than the one being published in the paper. He invited her in for an interview—Arnold remembers she arrived in a leopard skin coat by chauffeured limousine. Arnold says that Abigail (Pauline) called him the other day to remind him of "their anniversary."

During the interview, she had described herself as "an average, middle-aged Hillsborough housewife who had been happily married to the same man

for 17 years and had raised two relatively normal teen-age youngsters. She had studied journalism in college and declared she could write an advice column because all her life she had been an "amateur Wailing Wall without portfolio."

Arnold learned later that she was the wife of Morton Phillips, who headed the National Presto Cooker Co.

Mrs. Phillips was hired after submitting her sample replies to *Chronicle* columns. Once hired, she took the name Abigail Van Buren and titled her column "Dear Abby." McNaught picked it up in syndication shortly.

Abigail has written three books since then and is a full-time wife, mother, and grandmother and has her home and office in Beverly Hills.

* * *

Natural News & Features of Oak Park, Illinois (formerly Natural Features Syndicate) has added a new single-panel cartoon titled "It's A Natural Fact."

Each cartoon is an illustration of an unusual fact, including such information as the body's own healing abilities and natural foods and nutrition.

The cartoonist is Ned Shaw, a free lance illustrator who lives in Boston, and the text is by Paul Obis, the syndicate editor who is also editor and founder of *Vegetarian Times* magazine.

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Privacy bill in Calif. draws stiff opposition

California publishers are gearing up for a fight against an assembly bill that would prohibit law enforcement officers from revealing the identity of victims and witnesses in a crime.

Bill Siemer, legislative assistant for the California Newspaper Publishers Assn., termed the proposed legislation an "anti-press bill" and said it would be opposed by the CNPA. The measure also drew strong opposition from individual editors who saw it as a First Amendment violation.

"If the bill had been law when Mayor George Moscone of San Francisco was assassinated, newspapers would have had to report 'that a prominent San Francisco citizen was killed yesterday,'" Siemer said.

The bill has been introduced by Assemblyman Lawrence Kapiloff, a San Diego Democrat, because he wanted to protect the identities of victims of crimes, his aide, Steve Peace, told EDITOR & PUBLISHER.

According to Peace, the bill is an extension of present California law which gives such protection to rape victims.

The bill would prevent law enforce-

ment officers from releasing the names, addresses or telephone numbers of victims and witnesses and would make it a misdemeanor for anyone to give or hope knowingly receive such information. The measure makes no exception for news reporters.

Peace said the bill was prompted by the plight of one of Kapiloff's female constituents who had been attacked. The aide added that the suspects were subsequently arrested but men believed to be friends of the suspect later harassed the victim to keep her from testifying against them. Peace said that a survey of law enforcement officials disclosed support for the measure.

"We're not saying it was a scientific survey but we feel that a lot of law enforcement people are for this bill," Peace stated. He also claimed that Kapiloff has received extensive backing for the measure from other constituents and people in the Sacramento area.

"We've been deluged with support," Peace said.

Larry Allison, editor of the *Long Beach Independent Press-Telegram* said of the bill:

"There's a need for journalists to be increasingly sensitive to the question of privacy this bill is dangerous. It would seriously erode constitutional privileges spelled out in the First Amendment."

Executive editor James M. Box of the

Daily Breeze in Torrance said that, with this kind of thing we should make use of editorial pages and columns to let the public know about it. I don't think readers see the implications of this bill.

"This bill will hinder the news gathering effort which is a service to the public," declared Thomas Keevil, editor of the *Orange Coast Daily Pilot*. "In my 27 years of newspapering I have never had a complaint about using victims' names that you persuade me that the complaint was more important than the larger good of using the name. I am not aware of any groundswell for this legislation."

Peace said Kapiloff's bill may be amended to allow the use of the victim's name when he or she is a "public figure." Otherwise, he regarded press complaints about the bill as "knee jerk reaction." According to Peace, the bill was drafted to avoid constitutional conflict. Kapiloff is a tax lawyer.

"What we're saying," Peace asserted, "is that victims and witnesses should have some say about their fate. Their lives may be endangered by the release of their name. The journalist should put himself in the place of the victim and realize how vulnerable he could be. What is the positive social value of releasing a victim's name?"

Siemer said that the state's original protections for rape victims "were a very special case."



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YOUR AUTO AND YOU: Weekly column of answers to your readers' car problems, plus weekly test report on new cars, vans. Write for samples, rates. Automotive Features, 814 E. Manor Circle, Milwaukee, Wisc. 53217.

AUTO COLUMN, straight from Detroit action I cover. \$25 a month. Janicki, 37825 Santa Barbara, Mt Clemens MI 48043.

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THE COIN BOX (the original one), published every week since 1965, will introduce your readers to the world's most fascinating hobby! 400 words, weekly. Write for FREE samples. High quality, low rates. NMD Features, 1263 West Pratt Blvd, Chicago IL 60626.

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IS FRAGMENTED energy coverage driving your readership to the news-weeklies? Anchor your energy news. Clear, concise, topical Q&A covers energy from the Hill to the home. Responds to your readers. Energy Notebook, Box 717, Cooper Station, New York NY 10003.

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ANNOUNCEMENTS

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Remittance should accompany copy unless credit established

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Editor & Publisher

575 Lexington Ave. N.Y. N.Y. 10022 (212) 752-7050

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City State Zip

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Assign a box number and mail my replies daily

To Run: Weeks Till Forbidden

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3-1 unit Harris V22, and folders.
4 unit Harris V15A.
4 unit Mergenthaler.
12 Units, 2 folders, Goss Suburban.
5 Unit Community with SC folder.
BRAMBLE PROFESSIONAL PRESS INC.
Route 2, Box 2285, McAllen, TX 78501
(512) 682-7011.

HOE COLOR CONVERTIBLE, 23 1/2",
1953, 10 units with 2 1/2 folder and
2 half decks.
Wood double delivery 3 1/2 folding
machine, 22 1/2" cut off.
Goss Headliner, 2234", 1963, 6 units,
Di-Litho.
Goss Headliner, 2234", 1957, 4 units,
single delivery folder.
Goss Unitube folders, balloon, roll arms,
can be used on offset presses.
Two 60" Capot, 1963, 17 struts.
Baldwin 104 Count-O-Veyor.
Two Dynaflex 1523-9 processors with
auxiliary platemaking equipment.
5 Unit Goss Suburban.
30 x 40" NuArc non-stop Flip Top.
New Baldwin press washups, 35"
Compewriter II with 17 struts.

UNIVERSAL PRINTING EQUIPMENT

PO Box 455, Lyndhurst NJ 07071
(201) 438-3744

1 UNIT GOSS COMMUNITY with folder
Grease type excellent condition.
2 1972 Daily King add on units with roll
stands.
1 Reconditioned Color King folder with 30
HP GE drive.

Call or write:
CONTINENTAL PRINTING MACHINERY
7881 Mastin St, Ste 201
Overland Park KS 66204
(913) 432-8276

HARRIS V 25, 4 or 5 units, JF 4 1/4, 1/2
double parallel folder with cross perf,
upper balloon former, accumulator. New ap-
proximately 1971. Will sell as complete
press or individual components. IPEC,
INC, 401 N Leavitt St, Chicago IL 60612.
(312) 738-1200, Telex 25-4388.

NEWS KING, 4 unit press, NK folder, older
press but well above average condition,
count-o-veyor. Price—\$58,000.
O.N.E. Atlanta, Georgia
(404) 321-3992 Telex 700563

4 UNIT web offset Fairchild News King
with count-o-veyor 1969 to 70 available
immediately.
BOBST diecutter with embosser model SP
1080, 30 1/2 inch by 40, in excellent condi-
tion. Available immediately. Call New En-
gland Printing Machinery, (617) 475-3210.

CONTINENTAL PRINTING MACHINERY

We sell presses as is, or reconditioned.
Move your press, install and train on all
makes and models web offset and letter-
press. 25 years experience. CONTACT:
Ken Langley

7881 Mastin, Ste 201
Overland Park KS 66204
(913) 432-8276

GOSS URBANITE EQUIPMENT—1/2 page
folder and 1/2 page folder. Will sell together
or separate. Middle section 8 position roll
stand (42" diameter). 75 HP Fincor motor
and mag amp drive. Compugraphic 2961
and 4961, Clydesdale 19x23 camera, 2
Friden justwriters, Robertson film sinks
and more. Want to buy 100 HP motor and
drive. Phone Gary Fernau (415) 757-2525
or write PO Box 70, Antioch CA 94509.

EXTEL PRINTER and reperforator. Printer
three years old but just overhauled by fac-
tory, in excellent shape. Reperfed used less
than one year. Each has stands, \$1300 for
each unit. Contact Lew Williams, PO Box
7900, Daily News, Ketchikan, Alaska
99901, (907) 225-3157.

EQUIPMENT & SUPPLIES

PRESSES

COTTRELL V-22, 4 units, JF-4 folder
with double parallel.
Cottrell V-25 folders, JF-1.
Cottrell V-25, 4-10 units.
Cottrell cross drive assembly.
Cottrell Vanguard V-15, 2 units.
Fairchild Color King 5 Units, 1968.
Goss Community add-on units, 1969-76.
Goss Suburban 1500 series folder.
Goss SU folder, double parallel.
Goss Suburban, 8 units.
Goss Suburban add-on units.
Goss SC folders.
Goss folders: Urbanite, Suburban, SU,
Community.
Goss Urbanite folder, 1970.
Goss Urbanite 4 folders.
Goss 4, 6, 8-position roll stand.
Gregg flying imprinter 2234".
Fincor motor and control 40 and 75 HP.
WANTED: Newspaper equipment and
complete plants.

IPEC, INC.
401 N. Leavitt Street
Chicago, Illinois 60612
(312) 738-1200 Telex 25-4388

AVAILABLE NOW for immediate delivery,
both presses are in excellent condition:
DAILY KING, 4 units, complete with
folder and roll stand, water leveler
30 HP, manufactured 1975, rebuilt 1979
by King Press, used only 3 months, is
like new, \$120,000.
HARRIS COTTRELL V 15A, manufactured
1970, good mechanical condition and
fine printing quality, can be seen
operating, \$98,000.

Contact:
Gus Izurieta
BELL CALL CORP
PO Box 97
Elmwood Park NJ 07407
(201) 796-8442 Telex 13-0326

LAST CALL, Goss Cox-O-Type. Excellent
condition, buyer must remove. Buy com-
plete for parts or operation. Not many of
these left. Call Sam Pitner, Winona MS,
(601) 283-1131.

COTTRELL V-15A JF 7 folder, 4 units with
upper former, with quarter fold, also has
rewinder built-in. Can be seen in weekly
operation. Must sell due to expansion. Ex-
cellent operating condition. Priced right.
(318) 527-7075.

NO PAPER ALLOTMENT. must sell 3 unit
Thatcher press, 3 roll stands, folder, all
excellent plus ATF Camera and plate
burner. \$50,000 takes all. Phone (308)
234-4530.

WANTED TO BUY

FERAG counter stacker in good condition.
Must see in operation.
Box 27787, Editor & Publisher.

SHERIDAN 48P or 72P inserter required
by daily newspaper. Will pay top dollar.
Box 25954, Editor & Publisher.

GOSS COMMUNITY OIL BATH with SC
folder unit separate. Box 1983, Editor &
Publisher.

NEED 1500 SERIES GOSS SUBURBAN
4 to 6 units.
BOX 200, EDITOR & PUBLISHER.

STA-HI 257 or
251 COUNTER STACKER
Box 25955, Editor & Publisher.

LATE STYLE
COTTRELL V22-25 AND 845
BOX 273, EDITOR & PUBLISHER.

CHESHIRE and Phillipsburg any condition.
Call collect Herb (201) 289-7900 A.M.S.,
1290 Central Ave., Hillside, NJ 07005.

MAKING market in Mark I, II, III Photon
Pacesetter. The Lookout, POB 205, Hope-
well Junc NJ 12533. (914) 226-4711.

WANTED: Scrap aluminum litho sheets,
plastic-backed litho sheets ("Letterflex")
and silver bearing film and chips. Contact
Bob Hicks, Continental Commodities, Inc.,
(704) 525-1901, for highest prices and
expert service.

SYLVANIA ELT quartz projector lamps.
Also interested in used Compuscan Alpha
OCR with Courier Font as back-up. Write
Ken Hood, PO Box 108, Greenville TN
37743. (615) 638-4181.

IBM COMPOSER, IBM ESC, IBM fonts.
IBM, camera, N. Gregory, 343 Clive Ave.,
Oceanside, NJ 11572. (516) 764-2250.

Help Wanted...

ACADEMIC

RESEARCH AND TEACHING ASSISTANT-
SHIPS available for 1980-81 for qualified
persons wishing to pursue doctoral studies
in Mass Communication at the University
of Iowa. Stipends up to \$5000 and waiver
of out-of-state tuition. Contact Graduate
Studies Director, School of Journalism,
University of Iowa, Iowa City IA 52242.
Phone (319) 353-5414.

INSTRUCTOR or Assistant Professor in
Journalism with minimum 3 years' news-
paper experience. M.A. Degree required,
Ph.D. Degree preferred, to teach reporting
and editing. Should have experience with
VDTs. Applications accepted until Febru-
ary 15, 1980. Employment will begin in
September, 1980. Salary depends on ex-
perience and background. Equal opportu-
nity, affirmative action employer.

CONTACT: Dr. Raymond W. Buchanan,
Chairman
Department of Communication
University of Central Florida
(formerly Florida Technological
University)
Box 25000
Orlando, Florida 32816

UNIVERSITY OF NEVADA—Reno seeks
faculty member to develop TV/radio news
sequence beginning in Fall of 1980.
Should have at least master's degree and 5
years of full-time professional news ex-
perience, with emphasis in broadcasting.
Salary and rank depend on qualifications.
Deadline for applications: February 1,
1980. Write to Professor L.W. Gilleland,
Chairman, Department of Journalism, Uni-
versity of Nevada, Reno NV 89557. An Af-
firmative Action/Equal Opportunity
Employer.

TWO TENURE-TRACK, Fall openings.
First, news-editorial senior slot with exten-
sive professional experience, academic
credentials (Ph.D. preferred) and teaching
skills. Teach newswriting, editing, ad-
vanced writing, etc. Second, assistant-to-
associate slot or "graphic" specialist in
photojournalism and related journalism
classes. Good professional background,
top teaching and advanced degree (doctor-
ate preferred). Apply to Dr. Gerald Stone,
Journalism Department, Memphis State
University, Memphis TN 38152 by Febru-
ary 15, 1980. Equal opportunity
employer.

ACADEMIC

ASSISTANT PROFESSOR (2-year) to teach
basic and advanced journalism with sec-
ondary assignments in literature/writing.
Newsroom or media experience required;
PhD desirable, as is competence in one or
more of the following: teaching of writing/
journalism in public schools, folklore or
ethnic literature. Salary dependent on
qualifications and experience. Send cred-
entials by February 15 to Clare R.
Goldfarb, Chair, English Department,
Western Michigan University, Kalamazoo
MI 49008. Affirmative Action, Equal Op-
portunity Employer.

JOURNALISM CHAIRPERSON: Will head
expanding department of 250 majors; five
fulltime faculty, two adjunct. Department
offers undergraduate degrees in news-ed-
itorial, broadcast journalism, and
advertising/public relations. Appointment:
August 1980. Must have earned Ph.D. plus
substantial administrative, professional,
and teaching experience. Tenure track po-
sition. Application deadline: 2 March
1980. Contact: Dr. Jack Raskopf, Chair-
man, Search Committee, Department of
Journalism, Texas Christian University,
Fort Worth, Texas 76129. TCU is an equal
opportunity, affirmative action employer.

UNIVERSITY OF NEVADA—Reno will have
an opening in its faculty in the Fall of
1980 for faculty member responsible for
advertising and PR sequences. This is a
tenure track position. Applicants should
have at least master's degree in journalism
and 5 years of full-time professional ex-
perience. Salary and rank depend on qual-
ifications. Deadline for applications: Feb-
ruary 1, 1980. Write to Professor L.W. Gil-
leland, Chairman, Department of Jour-
nalism, University of Nevada, Reno NV
89557. An Affirmative Action/Equal Op-
portunity Employer.

PUBLIC RELATIONS—Tenure track po-
sition anticipated for Fall 1980. Minimum of
MA and APR accreditation. Applicant must
have commitment to teaching in a
professionally-oriented program. Salary
and rank competitive depending on
applicant's qualifications. Deadline:
March 1, 1980. Send application, resume,
transcripts, and references to: James S.
Harris, Chairman, Department of Mass
Communications, Eastern Kentucky Uni-
versity, Richmond KY 40475. An affirma-
tive action, equal opportunity employer.

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For rates and info: (212) 752-7053

HELP WANTED

ACADEMIC

TWO JOURNALISM FACULTY positions open: Assistant professor for teaching/research position. Earned Ph.D. required. Must have strong applied research track record. Professional experience in media analysis, planning and strategy desirable. Also seeking assistant professor to serve as adviser to student publications. Some classroom teaching in reporting, copyediting involved. Supervise composing room operations. Must be familiar with electronic editing equipment. Ph.D. preferred, master's acceptable. Salary in each position is competitive, depending upon overall qualifications. Appointment for both positions: August 1980. Application deadline: 2 March 1980. Contact: Dr. Jack Raskopf, Chairman, Search Committee, Department of Journalism, Texas Christian University, Fort Worth, Texas 76129. TCU is an equal opportunity, affirmative action employer.

MACALESTER COLLEGE, St. Paul, Minnesota seeks a professor, to be wholly responsible for teaching and administering its program in Journalism starting September 1, 1980. Tenure track position with rank and salary dependent upon qualifications. Strongly prefer extensive professional experience, especially in print media. Prefer previous teaching experience and MA degree. Teaching likely to include: introductory journalism course and courses in writing and editing, media history and law, and public opinion. Supervise intern program and act as consultant to campus newspaper. Contact by February 15, Dr. Scott Nobles, Chairperson, Search Committee, Macalester College, St. Paul, Minnesota 55105, telephone (612) 647-6340. Equal Opportunity/Affirmative Action Employer.

JOURNALISM—Teach journalism courses in a 2 year associate degree program, assist in supervision of student publications and advise students. Master's degree in journalism required. Teaching and professional experience in journalism preferred. Send resume by March 15 to Dr. Donald Scannell, Coordinator of Journalism, Ferris State College, Big Rapids MI 49307. Equal opportunity employer.

ADMINISTRATIVE

ARE YOU a husband and wife team looking for the chance of a lifetime? How about running our paper in a beautiful Rocky Mountain tourist community? If you know weekly journalism from top to bottom don't let this opportunity pass you by. Send resume to Box 31953, Editor & Publisher.

NEWSPAPER EXECUTIVE, strong accounting including corporate tax. Florida headquartered, small newspaper group of 15 daily and weekly newspapers is looking for a top executive controller. Must be willing to travel some. Ideal working conditions, good benefits, salary negotiable. Send full information including salary requirements to PO Box 3239, Tequesta FL 33458.

EXECUTIVE MANAGER for the Virginia Press Association, a state-wide Richmond-based organization of weekly and daily newspapers. Experience in dailies and weeklies desirable. Salary negotiable. Benefits provided. Responsibilities include administration of the association's activities such as keeping members informed, anticipating and handling industry problems, arranging for conventions and conferences; legislative work; supervising office staff work including ad billing and a clipping service and preparing information bulletins. Apply to Box 32065, Editor & Publisher.

GENERAL MANAGER—Small weekly chain, Zone 2. After 27 years need replacement soon. Can be. All-around newspaperer heavy on sales wanted. Box 32041, Editor & Publisher.

3200 WEEKLY needs general manager who knows community journalism and how to run a paper front to back. Strong in advertising. This paper has no competition and lots of potential. No job printing. Nice area with great hunting and fishing, 2 hours from Denver. Write today. Box 32116, Editor & Publisher.

IMMEDIATE OPENING, full time, arts management position at one of nation's largest summer art schools. Coordinator of professional concert series. Need skills in communication and advertising. Salary range \$10-15,000 based upon experience. Contact Fritz Stanfield, Blue Lake Fine Arts Camp, Twin Lake MI 49457.

HELP WANTED

ADMINISTRATIVE

GENERAL MANAGER

Splendid opportunity for dynamic individual to manage our established newspaper with 10,000 circulation located in Zone 2. Genuine growth opportunity. Please send a letter and resume stating your accomplishments and personal objectives. All replies will be held in the strictest of confidence. Box 32090, Editor & Publisher. Equal Opportunity Employer.

POSITION OPEN for a Vice President, General Manager of a newspaper operation (in the Southeast area of the U.S.) with circulation in the 30,000 to 40,000 range. Excellent opportunity for a well-trained, young executive on the way up. Duties include all the operational responsibilities of the company including overall responsibility of the news. Do not apply without substantial experience. Replies held in strictest confidence. Reply in writing to Box 32089, Editor & Publisher.

ADVERTISING

FAST GROWING suburban weekly in California, looking for strong, enthusiastic individual with some experience in advertising. Salary + high commission, mileage. Immediate opening. Reply Foster City Progress, PO Box 4040, Foster City CA, 94404, Attn: Sherry Ann, Ad Manager.

AD DIRECTOR to be groomed for general manager for weekly newspaper group in New Jersey. Salary open, full benefits plus pension and other options. Send resume to include present and past salaries. Box 31850, Editor & Publisher.

LARGE GROWING WEEKLY in northern California seeks dynamic, experienced advertising manager to direct a sales force of 4. Must be promotional minded and able to work with large accounts. Good salary and benefits. Send resume and salary requirements to Box 31753, Editor & Publisher.

ADVERTISING DIRECTOR

Weekly group with free circulation in excess of 100,000 copies per week is accepting applications for the position of advertising director. We are located in the very competitive market of south Florida. Applicants should be very aggressive and have training to manage a staff of 16. Experience with TV, radio, newspapers, both selling and competing. Excellent opportunity for the right person with all normal benefits available including profit sharing. Resume and all particulars including salary history to Box 31797, Editor & Publisher. All confidences will be maintained.

ADVERTISING SALES MANAGER

We're looking for a self starter with the right experience to turn our advertising department around. If you are promotion minded, creative, aggressive, an organized planner and can motivate people, we may have the job for you! We are a 4 paper, 30,000 circulation, weekly newspaper group in the richest area of Chicago's western suburbs and we're offering you a great opportunity for a challenging job. Your salary will be based on your past history and your ability to perform, benefits are included and the whole package is negotiable. We're looking for experience and evidence of success. Please send your resume, including employment history and salary requirements as well as other pertinent information to Box 31756, Editor & Publisher.

IF ROCKY MOUNTAINS make your heart skip a beat and if ad sales are your area of expertise, we might have the job you've been looking for. Send resume to Box 31934, Editor & Publisher.

SALES MANAGER for medium-sized San Diego County daily. Applicants must be experienced in sales development and motivation; developing and giving sales presentations. Newspaper management experience, strong track record, good references a must. Southern California major account contacts necessary. Send a resume to Box 31899, Editor & Publisher. State salary requirements.

ADVERTISING MANAGER capable of learning full management of Houston suburb semi-weekly and shopper. High growth area. All perfect for person with right background and attitude. Replies confidential. Gary Smith, (713) 592-2626.

HELP WANTED

ADVERTISING

ADVERTISING SPACE SALES

Excellent opportunity for person interested in becoming a part of one of New Jersey's largest and fastest growing daily and Sunday newspapers. Challenging position for aggressive individual with newspaper or related space sales experience. Attractive salary, liberal commission and expenses. Car required. Send complete resume including earnings required to Box 31742, Editor & Publisher.

WE'RE LOOKING for an advertising sales rep who wants to make top earnings and work themselves up. Successful track record is a must. We want an enthusiastic self-starter with a professional attitude. Aggressive salespeople here are earning \$17-20K. Send resume and details to Robert Kemper, General Manager, NEWS-LIFE, PO Box 524, Marion OH 43302.

ADVERTISING SALES DIRECTOR

We are western New York's leading daily newspaper, the 29th largest in the nation. The individual we are seeking will be responsible for all divisions of display and classified advertising. Publishing daily and Sunday, we are building on a sound circulation and advertising base—and are looking for someone to further develop a good staff and innovative sales plans for the future. Proven managerial and marketing experience, including project organization and motivation of sales personnel, is essential. Background in retail, general and classified is important. Excellent pay, fringes and working conditions. All replies treated as confidential. Send resume and salary requirements to Richard K. Feather, Vice President, Buffalo Evening News, 1 News Plaza, Buffalo NY 14240, or call (716) 849-4535.

SALES REPRESENTATIVE needed immediately for expanding nationally known advertising feature. Area includes Illinois and Iowa. Newspaper background helpful. Salary \$13,200 plus \$6000 for expenses. Travel necessary. Responses confidential. Address replies to Personnel Department, PO Box 8024, Charlottesville VA 22906.

ADVERTISING SALESPERSON wanted by established weekly sports and gambling newspaper located in Las Vegas, Nevada. Should be aggressive self-starter with experience in newspaper advertising sales. Top earnings for the right individual. Call Tom Bravo at (702) 737-0111 or send resume and salary requirements to Box 15205, Las Vegas NV 89114.

ADVERTISING REPRESENTATIVE—Large weekly shopper has an opening for a highly motivated, aggressive and creative person on our sales staff. Salary plus commission, auto, gas allowance. Good company benefits. Toll free (800) 843-6805. Sioux Falls SD, K.A. Lesner, president.

RETAIL AD MANAGER

Fast growing southern Connecticut daily seeks aggressive sales oriented manager with minimum 3-5 years solid experience on major metropolitan newspaper. Salary and bonus commensurate with experience. Excellent benefits. Fantastic opportunity. Equal opportunity employer. Send complete resume and salary history in confidence to Box 32108, Editor & Publisher.

RETAIL AD MANAGER

Upgrading and eager, capable staff... planning and leading the team to improved sales... fostering greater retailer use of the paper... if these challenges and the parallel commitment interest you then contact us about our retail manager opening before February 11. We're a medium-sized Midwest paper offering a chance for a career oriented manager with solid experience in advertising sales, strong skills and competitive pay in a positive, non-chain atmosphere. All responses will be answered. Send your resume to Box 32131, Editor & Publisher. Equal opportunity employer.

AD SALESPERSON—Manager for 4000 paid circulation weekly in Adirondack region of upstate New York. This is a "plant-your-roots" opportunity for a top salesperson with education and some experience in newspaper advertising. Not interested in driving a car or cameras. Competitive salary and benefits package. Send earnings and employment history to: Ticonderoga Sentinel, Ticonderoga NY 12883.

HELP WANTED

ADVERTISING

MAINE Lakes vacation area, large weekly needs aggressive sales person who wants to put down roots in the friendliest community in New England. Send resume and references to: H. James, Advertiser-Democrat, Box 269, Norway ME 04268.

MOVE UP, be your own boss. Ohio weekly needs result oriented ad manager who can help us double our sales in a prosperous community. Supervise staff of 3. Salary \$18,000 plus good bonus, fringes, car expense, retirement. Box 32123, Editor & Publisher.

ART GRAPHICS

CHIEF ARTIST

Zone 4, metropolitan newspaper is seeking a highly skilled graphics oriented individual with supervisory skills to assume total responsibility for our expanding art department. Requirements include college or art school degree and a minimum of 3-5 years editorial art experience. Strong illustrator/cartoonist skills required. Salary commensurate with experience and comprehensive fringe benefits package. Please respond in writing detailing experience, education and salary requirements to Box 31811, Editor & Publisher.

NEWSROOM ARTIST

New position on AM, PM and Sunday newspapers in Zone 2. Opening available around June 1, 1980, for illustrator of news and features and weekend sections. Familiar with full color ROP, newspaper design, layout, photograph retouching and graphics. An excellent growth opportunity in prosperous community with a quality newspaper group. Competitive salary and fringe program. If interested, send confidential resume to Box 32055, Editor & Publisher.

CIRCULATION

CIRCULATION MANAGER for weekly newspaper located in Las Vegas, Nevada. Need an aggressive individual with a proven track record in circulation. Emphasis on home delivery. Great opportunity for the right person. Excellent salary plus incentive program. Call Tom Bravo at (702) 737-0111, or send resume and salary requirements to Box 15205, Las Vegas NV 89114.

DISTRICT MANAGER for far west Chicago suburb. Superior salary and opportunity available to the superior district manager willing to work. We have one of the most rapidly growing circulation markets in Illinois. We are looking for people who want to grow with us. If you are promotion minded, willing to stretch yourself to learn all phases of circulation, we can help you advance rapidly to a mid-management position. All serious inquiries welcomed. Call Ken Simmons (312) 844-5907.

WANTED—Aggressive, knowledgeable circulation manager. Must have good references. A good position for assistant wanting to move up. AM daily in Zone 3. Salary plus bonus on production. Send resume in confidence to Box 31830, Editor & Publisher.

CIRCULATION MANAGER—Immediate opening on a 7500 circulation growing daily in Zone 8. Progressive salary, bonuses and excellent benefits for a planner, manager and motivator. Real opportunity to advance in a growing group. Send resume to Robert Cook, Circulation Director, PO Box 299, Longmont CO 80501.

PROMOTION MINDED circulation manager needed at a small daily and Sunday in Zone 5. Will be responsible for sales, service and collections. We are looking for someone, possibly in a No. 2 spot, who wants to grow with the job. Opportunities for advancement exist. You will work in an area that has an abundance of outdoor recreational opportunities both summer and winter. Salary in high teens. Send resume, and letter introducing self to Box 32095, Editor & Publisher.

CIRCULATION MANAGER for expanding group of weeklies and shopper in New York City. Emphasis on home delivery. Send resume, salary expectations to Box 32096, Editor & Publisher.

CIRCULATION MANAGER for 5-day, 7000 daily, permanent. Want experienced person for one owned growing paper. Donn Dodd, Claremore (Okla) Daily Progress, (918) 341-1101.

HELP WANTED

CIRCULATION

CIRCULATION MANAGEMENT

Attractive opportunity with the Call-Chronicle Newspapers for an individual with marketing and sales promotion background in newspaper or related industry. We are interested in someone with a college degree and several years experience who is looking for a career with a growth organization.

If you are interested and feel you have the talent to undertake management tasks, please let us hear from you. Send resume, including salary history, to: Personnel Office, Call-Chronicle Newspapers, P.O. Box 1260, Allentown PA 18105.

An Equal Opportunity Employer

CIRCULATION DIRECTOR or Manager for daily newspaper in northern Virginia. Need an aggressive individual with a proven track record in circulation. Emphasis on home delivery, carrier recruitment, collections, and motivated sales force. Opportunity for right person to grow with a progressive organization. Good salary plus fringe benefits. Send resume in confidence to Box 32070, Editor & Publisher.

CLASSIFIED ADVERTISING

CLASSIFIED ADVERTISING MANAGER Must be aggressive, innovative and sales minded. This is a highly creative and competitive department. Send resume including employment history and salary record to Advertising Director, Columbia Daily Tribune, PO Box 798, Columbia MO 65205.

OUTSIDE SALES MANAGER

Excellent opportunity with suburban Connecticut daily for experienced (3-5 years on a major metropolitan newspaper). Must be energetic, take-charge person. Our Outside Classified Sales Manager must be able to handle a staff of eight. Salary and bonus commensurate with experience. Excellent benefits. Equal opportunity employer. Send resume and complete salary history, Box 32109, Editor & Publisher.

EDITORIAL

SMALLER CAN BE BETTER

Owner of profitable, weekly newspaper in desirable Long Island community seeks top deputy with strong editorial background plus general management problem-solving experience in organization of editorial product (including layout, copy editing, head writing) plus desire and ability to gradually assume responsibility for non-editorial facets of operation. Send resume, salary requirements, and letter describing how your interests, objectives, and background qualify you for the job. Box 31914, Editor & Publisher.

DYNAMIC beginner needed by small Midwest daily newsroom. Must be great at spelling, writing, typing, college academic achievements and leadership potential. Chance to learn all phases of publishing. Write Box 31301, Editor & Publisher. Send complete resume, nonreturnable samples and letter about yourself. Include salary expectations.

ASSISTANT FEATURES EDITOR needed for 40,000 AM daily in Northwest. Must be skilled in copy editing, layout, headline writing, story and graphic ideas, and management. Send resume to Box 32033, Editor & Publisher.

LOCAL GOVERNMENT REPORTER sought in northern Illinois. Join a young talented staff on an award-winning 6-day PM. Emphasis on in-depth LOCAL copy. Some feature writing. VDT use helpful. Prefer some experience. Call or write Lenny Ingrassia, Managing Editor, Dixon Evening Telegraph, 115 Peoria Ave, Dixon IL 61021. (815) 284-2222.

OUTDOOR REPORTERS

The editor of a West Coast weekly for anglers and hunters is compiling a file of applicants for forthcoming reporter positions. Applicants should have a thorough knowledge of angling and hunting and must write concise and clear English. Send resume and clips to Box 31832, Editor & Publisher.

REPORTER

For Zone 4 on 70,000 daily. Two-five years experience. VDT experience helpful. Advancement opportunity. Evening letter, resume and examples to Box 31984, Editor & Publisher.

HELP WANTED

EDITORIAL

IF YOU HAVE the experience, desire, knowledge, ability and professionalism to help build, train and develop the best news department in the country, and are interested in the challenge, we have a very bright future for the right person. An excellent opportunity for a qualified, proven professional who may be held back in his present job. A California daily in the 30,000 bracket with great potential is looking for you. A response and resume to this ad will bring you a telephone call explaining the position. Write Box 31859, Editor & Publisher.

WANTED—General Assignment Reporter for small daily newspaper in Zone 2. Prefer reporter with some experience. Send complete detailed resume, salary history and clips to Box 31891, Editor & Publisher.

WE'RE ON THE MOVE! Our newspaper is about to get better but we need a key person to help. Must have excellent layout, graphics skills and be an accurate demanding copy editor. Reporting, VDT experience helpful. 8600 daily in beautiful north Michigan city. Good pay, benefits. Prefer applicants from Michigan and surrounding states. Send resume, references, salary history, clips and layout samples to Box 32020, Editor & Publisher.

BUREAU REPORTER—Beat includes government, schools, features and breaking news in small Maine city. Experience necessary. Introductory letter, resume and clips to James M. Milliken, Managing Editor, Kennebec Journal, 274 Western Ave, Augusta ME 04330.

WANTED—2 community news oriented journalists (camera experience helpful) for expanding Nevada firm. Send samples and clips to SunWest Publications Inc., PO Box 1210, Fallon NV 89406.

CALIFORNIA OPPORTUNITY

SPORTS COPY EDITOR

The Fresno Bee, 130,000 AM daily has opening for a Sports Copy Editor with at least six years experience—a well-backed wordsmith whose news judgment is solid, imagination limber and stability certain. VDT experience desirable. Salary is \$25,000, with liberal employee benefits and employer-paid fringe package. Send full resume, samples, other information you wish to: Personnel Department, McClatchy Newspapers, The Fresno Bee, 1626 E St, Fresno CA 93786. An Equal Opportunity Employer.

EDITOR-GENERAL MANAGER for Zone 5 weekly. Strong reporting skills a must. Excellent opportunity to run your own show. Send resume and recent salary history to Box 31991, Editor & Publisher.

COPY EDITORS

CITY/WIRE

Join one of the South's most progressive and dynamic newspaper companies. The Ft Lauderdale News/Sun Sentinel, a medium sized 7-day metro located in south Florida has openings for experienced copy editors. Requirements include a strong background in copy editing, headline writing and layout. VDT experience and a minimum of 3 years on daily required. AMPM shifts. Excellent salary and fringe benefits. Please respond in writing to: Ft Lauderdale News/Sun Sentinel, Claudia L. Jack, Employment Manager, 101 North New River Drive East, Ft Lauderdale FL 33302.

(305) 761-4386

Equal Opportunity Employer

MANAGING EDITOR—Direct news operation for California medium daily in metropolitan area. Report to editor. Five years news management with staff of 15 or more. Emphasis on quality writing, news judgment. Contact Dennis Morefield, Evening Outlook, PO Box 590, Santa Monica CA 90406.

SPORTS EDITOR for 10,000, family group owned, rapidly expanding AM daily in rural northeast Pennsylvania. Prefer 3-degree or equivalent experience. Should know VDTs, design, paste up, photography, etc. Must be self-motivated, not a clock-watcher and have successful history. Work is with young, award winning staff and modern plant. Salary about \$10,400 based on experience. Good benefits package, plus. Immediate opening call Dennis Irvine, (717) 265-2151.

HELP WANTED

EDITORIAL

NEWSROOM EXECUTIVE

Medium-size daily in East needs a newsroom leader. We seek an aggressive editor who can oversee the city desk while taking an active part in running the rest of the newsroom, reporting directly to the editor. We're committed to excellence and have begun an extensive rebuilding program to make ours a top-notch local newspaper. But we need that one editor with the vision, drive and sharp management skills to help us get results. We offer exceptional salary (\$25-30,000), benefits and location, and the probability of rapid advancement. If you have at least five years of solid daily newspaper editing experience, write us at Box 31657, Editor & Publisher. Include professional references.

REPORTER/COPY EDITOR

Northern California daily 22,000+ offers permanency, beautiful family-type growth community, excellent climate with mild winters. An opportunity to learn and work with the latest electronic news system to experienced (5 years or more) personnel who can offer good, sound journalistic fundamentals, and skills, stability, a concern for local news coverage and an ambition to progress. Box 31746, Editor & Publisher.

BUSINESS REPORTER—San Juan, Puerto Rico. Weekly business newspaper. Over 40,000 circulation. We seek a reporter with at least 2 years experience not counting school papers. Must have economics or business experience to work with this largest English language and business paper in the Caribbean. Spanish-bilingual. Resume with clippings to:

Publisher, Caribbean Business
PO Box 6253, Loiza Station
Sancti Spiritus, Puerto Rico 00914

IMMEDIATE OPENING for editor of high circulation weekly. Must have working experience in writing, photography (no darkroom), dummies and all aspects of running a weekly operation. Good salary, exceptional benefits with company of 9 publications and central printing plant located in Zone 5. Box 31888, Editor & Publisher.

JACK ANDERSON INTERNSHIP

A 3-month program in Washington DC. 1401 16 St NW, Washington DC 20036. (202) 483-1442

IMMEDIATE OPENING for a copy editor. At least 2 years experience. Write, only, to: J.P. Matasich, Editor, Ypsilanti Press, 20 E Michigan, Ypsilanti MI 48197.

FASHION REPORTER

We cover fashion as aggressively as City Hall. Our approach is bright, upbeat, people-oriented and broad scope. We are interested in not only what women are wearing, but men, children and lifestyle areas, such as furnishings, fitness and food. Your reporting skills must be varied with a writing sharp with at least 3 years in fashion; feature and hard news background a plus. If you feel qualified, send resume and clips to:

Dan Donohue, Personal Administrator
The Providence Journal Company
75 Fountain Street
Providence RI 02902

Equal opportunity employer, M/F

HELP WANTED

EDITORIAL

REPORTER

Expanding Ft Lauderdale News/Sun Sentinel has a position available in its Tallahassee bureau for a state government reporter. Successful candidate must be industrious, self-motivated and have previous experience covering state government. Excellent salary and fringe benefits. Please respond detailing experience, education and salary requirements to:

Fort Lauderdale
NEWS/SUN SENTINEL
Claudia L. Jack, Employment Manager
101 N New River Drive East
Ft Lauderdale FL 33302
Equal Opportunity Employer M/F

BUREAU CHIEF

New York State daily looking for experienced newspaper person to oversee 4-member news bureau in small city. At least 4 years reporting and some supervisory experience required. Send resume and clips to Box 31932, Editor & Publisher.

THE STATES-ITEM in New Orleans seeks an experienced journalist for the position of editorial writer. Sound knowledge of government, politics, business and economics desirable. Editing and layout experience desirable. States-Item editorial philosophy is progressive; pragmatic rather than doctrinaire. Send resume to Personnel Manager, The Times-Picayune Publishing Corp., 3800 Howard Ave, New Orleans LA 70140. An equal opportunity employer M/F.

EDITORS

The Daily Record, a 65,000 North Jersey PM, is accepting applications for copy editors. We want experienced, hard news oriented editors with ability to take charge. Must have knowledge of municipal and state government. Good salary and benefits. Send resume to John Hatch, managing editor, Daily Record, 800 N Jefferson Rd, Parsippany NJ 07054.

SENIOR COPY EDITOR

The New York-based national weekly The Star seeks an experienced copy editor with the ability to edit and rewrite copy in a lively and entertaining style and to write bright headlines. Experience in cold type production would also be valuable. Applicants should be familiar with the nature and style of The Star and be confident of becoming part of a small, highly efficient and hard-working team engaged in informative and entertaining journalism.

Send letters, resume, and non-returnable clips to John Canning, Deputy Editor, The Star, 730 Third Avenue, New York, New York 10017. No telephone calls, please.

EXECUTIVE EDITOR

Your strongest personal asset is your ability to manage and motivate your news staff. You know your newspaper's most important strength is lively, local reporting. You're good at planning, people, budget, editing, graphics.

Your biggest challenge yet is with our 35,000 morning daily going against a 49,000 afternoon competitor in the same hot market. We need your leadership.

This exceptional opportunity starts at \$35,000 plus excellent benefits. Write David Martens, Publisher.

York Daily Record

1750 INDUSTRIAL HWY, YORK, PA. 17402

HELP WANTED

EDITORIAL

Night Picture Editor

Major Midwest metropolitan newspaper seeks picture editor to coordinate daily use of photos. Creative visual sense, sound news judgment and ability to work well with senior editors are essential. This is a key position on a paper with excellent benefits. Box 32017, Editor & Publisher.

ASSISTANT TO THE ADVISER

For the Daily Collegian, morning circulation 20,000 serving Penn State. A full-time career position for a working journalist with management and teaching abilities.

Preferred: At least three years of news experience. Degree desired. Job includes setting up and conducting a training program to support news staff of 160 students, advising, preparing critiques and related duties. Involves night work.

Starting salary to \$14,000 a year. Company-paid medical, hospitalization and pension. Other benefits. Application deadline: February 1. Apply to Mr. Gerry Lynn Hamilton, Executive Secretary, Collegian, Inc., 126 Carnegie Bldg., University Park PA 16802. An equal opportunity employer.

THE MINNEAPOLIS STAR is expanding its local coverage with 8 tabloid news sections. We need enterprising reporters who have covered community news and believe in close-to-the-people journalism. Send resume and clips to Community Team Leader, The Minneapolis Star, 425 Portland Av S, Minneapolis MN 55488.

COUNTY SEAT 5000 semi-weekly seeks experienced journalist to serve as public affairs editor. Could be in charge of six-person department for 2 months while editor completes Masters. Will have editorial and wire responsibilities. VDT background helpful. Gazette Publications, PO Box 166, Jefferson OH 44047.

EXPERIENCED NEWSPERSON for weekly aviation newspaper. Solid news background and active interest in flying required. Private license or better preferred. Background with salary history required. Brae Dorr, Flightline Times, Box 3, Brookfield CT 06804.

SPORTS REPORTER

Southern Maryland. Transportation required. Experience preferred. Recent Journalism school grad acceptable. Camera knowledge required. Salary open. Send resumes and samples to Box 32061, Editor & Publisher.

EDITORIAL WRITER

THE HERALD NEWS, Passaic, New Jersey, is interviewing candidates for an Editorial Writer's position. Experience and knowledge of New Jersey affairs is a must. Write to: Coit Hendley Jr., Executive Editor, THE HERALD NEWS, 988 Main Av., Passaic NJ 07055.

To answer box number ads in

EDITOR & PUBLISHER:

Address your reply to the box number in the ad, c/o Editor & Publisher, 575 Lexington Avenue, New York, N.Y. 10022. Please be selective in the number of clips submitted in response to an ad. Include only material which can be forwarded in a large manila envelope. Never submit complete newspapers or magazines unless specifically called for.

Editor & Publisher is not responsible for the return of any material submitted to its advertisers. Therefore we suggest that you never send irreplaceable material.

Editor & Publisher cannot under any circumstances divulge the name or address of a box holder.

HELP WANTED

EDITORIAL

COPY EDITOR

Syracuse Post Standard has an opening for a copy editor. Applicants must have a college education and should have experience in copy editing, layout and headline writing. Please respond in writing to Robert Haggart, Metropolitan Editor, The Post Standard, Box 4915, Syracuse NY 13221.

THE STATES-ITEM is seeking an experienced journalist to cover Metropolitan New Orleans real estate and business affairs. Basic knowledge of business and finance essential. Editing experience desirable. Send complete resume to Personnel Manager, The Times-Picayune Publishing Corp., 3800 Howard Av., New Orleans LA 70140. An equal opportunity employer M/F.

COPY EDITOR—The States-Item in New Orleans is seeking an experienced copy editor who is a skillful and literate editor, a writer of lively and accurate headlines and familiar with VDTs. Some layout is involved. A minimum of two years experience is desired. The States-Item is a four edition-a-day, five afternoons/Saturday morning paper. Send full resume to Personnel Director, The States-Item, 3800 Howard Av., New Orleans LA 70140. An equal opportunity employer M/F.

COPY EDITOR

Experienced editor, sensitive to nuances of style as well as content. Should also be able to layout pages and write occasional features. For lifestyle section of award-winning 7-day AM in Zone 2. Write Box 32046, Editor & Publisher.

EDITOR, 4500 circulation, 44-56 page tab weekly. Southeast Michigan. \$18,000. Must move in, be part of community. Some editing experience required. Photography, headlines, make up, reporting all part of it. Box 32043, Editor & Publisher.

WRITER/REPORTER for weekly newspaper in Las Vegas, Nevada. Sports and casino beat. Must be able to crank out good lively copy. Excellent salary with top benefits. Call Tom Bravo at (702) 737-0111 or send resume and salary requirements to Box 15205, Las Vegas NV 89114.

CITY EDITOR—We want someone who knows how to run a solid local news operation and can generate staff enthusiasm. Include summary of your concept of city desk operation and news philosophy with resume. Excellent opportunity on 75,000 daily in one of the top Zone 5 communities. Box 32124, Editor & Publisher.

REPORTER

Hard driving town beat reporter wanted. Crisp, breezy writer. Experienced, enterprising. Clips and resume to Gerald FitzGerald, Managing Editor, The Standard-Times, 555 Pleasant St., New Bedford MA 02742. WE ARE AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER.

REPORTER for general assignment, some editing, features. Large prize-winning weekly in excellent area, good conditions, congenial staff. Chance for advancement through large organization. Mr. Brouwer, Willard Times, Box 368, Willard OH 44890. (419) 933-2031.

EDITOR—Recent J-school grad for 2400 circulation weekly, central New York. One person editorial staff. Pictures, darkroom, reporting, makeup. Award winning 3 newspaper chain assignments. Send salary expectations, resume to Canastota Publishing Co., Canastota NY 13032. (315) 697-7142.

PAGE LAYOUT—Headwriting and some copy editing for PM daily in western Kentucky. Some experience required, though college training might suffice. Pleasant working conditions with highly professional news organization. Open immediately. Reply Box 32103, Editor & Publisher.

KEY POSITION—South Illinois daily newsroom. We need a leader willing to work with management team. Must be goal oriented. Exciting potential in rapid growing community. Must have minimum 3 years experience and knowledge all phases of newsroom operation. Rapid advancement to managing editor for right person. Group owned newspapers. Send introductory letter, resume and salary requirements to Box 32012, Editor & Publisher.

HELP WANTED

JOB LEADS

PR/EDITORIAL Jobs nationally 200+ listings weekly. M. Sternman, 68-38 Yellowstone Blvd., Forest Hills, NY 11375.

MAILROOM

MAILROOM FOREMAN

On 43,000 progressive 6-day operation. The one we hire will have mailroom experience, be mechanically minded as well as being a "take charge" leader of staff. Good salary and excellent benefits. If you are the one we seek send complete resume and salary requirements to B J Hughes, Watertown Daily Times, Watertown NY 13601.

MARKETING RESEARCH

RESEARCHER

We are looking for a very special person to start a marketing research department. Should have a minimum of 3 years experience on a major metropolitan daily and be able to analyze and translate raw data into effective sales presentations. Salary commensurate with background and experience. Excellent opportunity with outstanding growth potential. Equal opportunity employer. Send complete resume including previous salary to Mr. Paul Johnson, Director of Marketing, Connecticut Newspapers, Inc., 258 Atlantic St., Stamford CT 06901.

PRESSROOM

RAPIDLY EXPANDING newspaper in Zone 5 is seeking an experienced pressperson capable of running top quality color work on a Harris 1650 or Metro press. Possible head pressperson or foreman M/F position for qualified person. Good company benefits and working conditions. Only qualified people need apply. Write Box 31610, Editor & Publisher.

ASSISTANT FOREMAN—Metro offset press. Union. Good possibility of advancement. 5 day, 37 1/2 hour week. Excellent benefits. State experience, references, salary requirement in writing. Business Manager, Sun-Gazette Co., 252 W 4th St., Williamsport PA 17701.

PRESSMAN wanted for full time position at weekly newspaper in Sonoma, California. Must be familiar with Goss Community press. Good salary and benefits in beautiful wine country area. Send resume to Goss Pressman, PO Box C, Sonoma CA 95476.

PRODUCTION

ASSISTANT PRODUCTION DIRECTOR

Career opportunity is available on Zone 4, medium sized metropolitan newspaper for individual with a minimum of 1-3 years production experience and proven record of accomplishment in all phases of production management. Strong people skills required. College degree, newspaper production experience, and ability to initiate and direct change are all pluses if you're looking for a challenge and a chance to join one of the nation's most progressive newspapers, send confidential resume detailing experience, education and salary history to Box 31923, Editor & Publisher.

PRODUCTION MANAGER—Growth oriented daily newspaper seeks experienced manager to assume full responsibility for production. Work history should include 5 to 10 years offset printing press experience, preferably in the newspaper industry. Position requires individual with good communications and interpersonal skills. Some experience in data processing systems also desirable.

Position available in pleasant Midwestern community near the 4-seasons recreation area. Excellent salary and fringe benefits offered.

Please forward complete resume including salary history in confidence to Box 32134, Editor & Publisher.

COMPOSING ROOM FOREMAN—Excellent opportunity for someone capable of running paste-up and typesetting departments for weekly newspaper group in Zone 1. Experience in ad mark-up and page make-up an absolute necessity. Applicants must be willing to teach and supervise new workers as well as plan work schedules in order to meet deadlines for eight weeklies. Send resume to Box 32059, Editor & Publisher.

HELP WANTED

PRODUCTION

PRODUCTION MANAGER for busy weekly newspaper in Las Vegas, Nevada. Must be thoroughly versed in offset production and able to supervise composing room. Excellent salary with top benefits. Call Tom Bravo at (702) 737-0111 or send resume and salary requirements to Box 15205, Las Vegas NV 89114.

PROMOTION

PROMOTION MANAGER/FEATURE WRITER for 10,400 circulation daily in northwestern Michigan. Need self motivated, organized person to handle all promotions and newspaper-in-education program, plus write features for our twice-weekly summer tabloid. Salary plus liberal benefits. Work and live in the best of both worlds. Write: Sue Hofmeyer, 319 State St., Petoskey MI 49770.

SALES

NEWSPRINT Technical Sales/Service

Garden State Paper Company is seeking a technical sales service person who has thorough knowledge of pressroom equipment and newspaper.

Successful candidates should have previous job experience in newspaper and/or newsprint production. Must be self-motivated, able to communicate with sales and production personnel, and willing to travel within the company's marketing area in the Northeast. Excellent company benefits.

Qualified applicants should send resume and salary history to:

John Palmieri
V.P. Sales/Marketing
Garden State Paper Co.
Park 80 Plaza East
Saddle Brook, New Jersey

All inquiries will be kept confidential.

SYNDICATE SALES

ESTABLISHED syndicated features available to feature salespeople as a sideline. Willing to give zone exclusivity and assign existing accounts. Box 32051, Editor & Publisher.

AMBITIOUS, determined sales representative with syndicate experience needed for promising syndicate. Good opportunity to grow. Salary and commission negotiable. Box 32045, Editor & Publisher.

Positions Wanted . . .

ADMINISTRATIVE

GENERAL MANAGEMENT—skilled executive experienced in all phases of group and individual newspaper operations. MBA, 56. BE Wright, 801st South Shores Av., Decatur IL 62521.

SOUTHERN EXPOSURE—30 year old publisher with nine years of extensive weekly and daily newspaper experience seeks challenging managerial position on daily, preferably below Mason-Dixon Line. Proven track record in all phases of newspaper management, both business and editorial. Good reputation in North Carolina, South Carolina and Virginia. Now publishing award-winning newspaper for respected chain. Twice-weekly's financial record and journalistic accomplishments prove what I can do. Box 31976, Editor & Publisher.

YOUNG EXECUTIVE sports editor in major market, seeks new, creative challenge in other areas of newspapering. Fourteen years on-line and administrative experience. Prefer move to Managing Editor slot, or business/corporate side of publication. Relocation no problem. Box 31964, Editor & Publisher.

EXPERIENCED, currently employed, young, General Manager seeks a new challenge. Small to metro daily or weekly group publisher or general manager position preferred in Zones 4, 6, or 8. MBA, CPA. Box 32102, Editor & Publisher.

Shop Talk at Thirty

By Robert U. Brown

Foreign correspondents

Of timely interest to news people, and laymen, at this moment when American correspondents have been ejected from Iran and Afghanistan, is a book on foreign reporting by a man who has been through it all.

"Coups and Earthquakes" by Mort Rosenblum (Harper & Row, \$10.95) is not exactly an autobiography but is an amalgam of the experiences this veteran correspondent has undergone well larded with humorous anecdotes about the job of "reporting the world for America."

Rosenblum, currently editor of the *International Herald Tribune* in Paris, was for many years an Associated Press correspondent in Africa, the Far East and Latin America and until recently chief of the AP Paris bureau. He knows whereof he speaks.

He classifies the news coverage of Iran in the past as a dramatic example of "parachute journalism" where "special reporters working at home or in large foreign bureaus will rush off to major stories whenever they break."

"In the 1970s, until late in 1978," he wrote, "almost no regular American correspondents were based in Tehran. News organizations relied on locally hired nationals and stringers who stuck closely to bare facts. Roving staff reporters were seldom able to sense the depth of the political discontent, and few of them understood the power of the religious opposition. When the tide began turning against Shah Mohammed Reza Pahlavi, few took the early signs seriously. And most Americans—even those who followed Iran closely—were amazed at how quickly and effectively the Shah's opponents forced him to leave the country in January, 1979."

This was one of the failings of the "system" of reporting foreign affairs. Rosenblum explains the system revealing many inside stories of the coverage of Uganda, Chile and other areas and gives a short course on how to understand and evaluate stories for accuracy and reliability, especially when sources are unnamed or obscure.

He even develops a preposterous chapter on how "The West Malaria Rebellion" was covered by the journalistic pack. He says "the account has been conjured up by a mildly jaundiced correspondent; but it is not so exaggerated."

Any budding foreign correspondent would do well to study Rosenblum's appraisal of the profession. "Correspondents who do shoddy work fall roughly into five categories," he wrote. "The Modified Police Reporter" who is happy with his story if everything is carefully attributed to authoritative spokesmen. His opposite is the "Henry Morton Stan-

ley Type" who has to see everything for himself whatever the sacrifices involved. "The Fleet Street Type" is an offshoot of the previous two—he gets out to look for stories but when the deadline nears he just makes up the remaining details. "The Technocrat" is a good reporter but so overworked he doesn't have time for depth and explanation. "The How-Does-It-Feel Type" who spends little time in the office but is out seeking disgruntled sources.

Rosenblum says there are large numbers of correspondents who elude those categories and he shows his admiration for what he calls "The Bionic Correspondent" by devoting a chapter of tribute to "Star Reporters" such as Homer Bigart, Jack Foisie, Flora Lewis, Jim Hoagland, Malcolm Brown, Peter Arnett, James Pringle. He included a number of "bionic stringers," the rare native reporters who kept the news flowing while the star was away. He also paid tribute to some of the star photographers abroad.

Although the system has many failings, Rosenblum sees hope for the future, mainly because there has to be. His final paragraph reveals his sense of urgency to the importance of the job he has been trying to perform abroad for many years:

"A democracy cannot function without an informed electorate, and this applies no less to foreign affairs than to domestic matters. Foreign policy cannot be left unchecked to a Washington elite, to specialists or to interested lobby groups. World crises, if foreseen in time, sometimes can be avoided. But without reliable reporting from abroad, citizens are vulnerable and weak. If many Americans do not realize this, only reporters and editors can drive it home to them."

UPI names manager for new S.C. bureau

William H. Stracener, Jr. will manage a new United Press International bureau in Charleston, S.C., it was announced by H.L. Stevenson, vicepresident and editor in chief.

Charleston is one of six news bureaus UPI has opened or soon will open in the United States.

"Stracener will be responsible for coverage along the South Carolina Coast, and will be assigned to stories as far north as Virginia and south to Georgia. With existing bureaus in Norfolk, Va., and Jacksonville, Fla., the opening of the Charleston bureau will further strengthen our coverage all along the Atlantic seaboard," Stevenson said.

Past Week's Range of Stock Prices

NEWSPAPERS

	One Year Ago	Year Ago
Affiliated Publications (AMEX)	1/23	1/16
Blue Chips Stamps (OTC)	29	28 1/2
Capital Cities Comm (NYSE)	23 1/2	23 1/2
Cowles Comm (NYSE)	47 1/2	46 1/2
Dow Jones (NYSE)	43 1/2	43 1/2
Early Calif Industries (OTC)	8	8 1/2
Gannett (NYSE)	46 1/2	46 1/2
Gray Comm (OTC)	49	44 1/2
Harte-Hanks (NYSE)	27 1/2	27 1/2
Jefferson Pilot (NYSE)	29 1/2	29 1/2
Knight-Ridder (NYSE)	25 1/2	26 1/2
(a) Lee Enterprise (NYSE)	22	22 1/2
Media General (AMEX)	28 1/2	27 1/2
Media Investment (OTC)	54	54
Multimedia (OTC)	33 1/2	34
New York Times (AMEX)	22	23 1/2
Panax (OTC)	6 1/2	6 1/2
(b) Post Corp. (WIS) (AMEX)	19 1/2	19 1/2
Quebecor (AMEX)	11 1/2	11 1/2
Stauffer Communications	27 1/2	27 1/2
Thomson Newspapers (CE)	13 1/2	13 1/2
Times Inc. (NYSE)	49 1/2	50 1/2
Times Mirror (NYSE)	39	37 1/2
Torstar (CE)	22 1/2	22 1/2
(c) Washington Post (AMEX)	20 1/2	20 1/2
(a) Stock split 3 for 2, effective 10/31/78		
(b) Stock split 2 for 1, effective 11/30/78		
(c) Stock split 2 for 1, effective 12/27/78		

FTC rule

(Continued from page 51)

ported along with a long listing of other details.

The publisher's balance sheet and financial statement must also be included.

"There must also be significant disclosures concerning the substantive terms of the franchise arrangement, such as any customer or territorial sales restrictions or protection, and limitations on other products which the franchisee may distribute, requirements for personal participation by the franchise, termination and renewal provisions," the report states.

In the disclosure, any earnings claim must be reasonably supported and substantiated by facts in the publisher's possession at the time the claim is made.

The ICMA counsel has put together sample documents required under the new law and information on how to fill out those documents.

If a newspaper falls under the new FTC rule, ICMA counsel advises the publisher to "secure competent counsel to handle your particular situation."

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Here, two good newspapers compete for readers and advertising in a growing, concentrated market — the once dominant Post and the new daily leader, the Rocky Mountain News. And, the News is justifiably proud of our assumed role in Denver's dynamic expansion. We pledge ourselves to the future.

Rocky Mountain News

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